



Message from the Chair

Upon closing our fourth quarter and fiscal year March 31, the MCCA Board of Directors would like to thank all those members who participated in the Industry Round Table discussion forum on January 27. Your input about trends

and issues in your business will be directed into our vision and goals for MCCA's future. Overall, members expressed many positive attributes about the value of networking opportunities at MCCA organized events such as MECCA Awards, Golf, the AGM and further voiced their appreciation of the expanded training opportunities MCCA offers, including the MCCA partnership with U of M on the CIS/ Contact Centre Manager Certificate Program. Some centres are now mandating post secondary programming such as the MCCA Contact Centre Manager Certificate as part of the requirement for their management positions, validating the work MCCA is doing.

It was interesting to note that many of the things members suggested or wanted from MCCA, are things MCCA is already doing or have on their agenda for the upcoming fiscal year. It was also noted that many members were not fully aware of all the things MCCA does offer. I encourage you all to invest a few moments in reading MCCA publications, such as Centre News and MCCA Bulletins, and to participate in MCCA events and visit the MCCA website often to stay up to date on what is available and being offered to our members.

We also received several requests that upon further discussion by the Board, were deemed "not feasible at this time." One of the requests was about creation of a new and separate Award Category at MECCA for government contact centres. After review, it was determined that we do not have enough government contact centre members to consider such an award category and would not attract enough applications to validate such an Award.

The Board also reviewed a request to include a seat for a "Vendor Member" on the board, but due to the MCCA conflict of interest policy, this is not possible. Vendors may however, chose to volunteer at the committee level and participate in events and tradeshow where conflict of interest is least likely to occur.

Just this past month on March 4, we also met with the Honourable Jennifer Howard, Minister of Manitoba Labour and Immigration to address concerns around the government's proposed minimum wage increases. This meeting was in response to a letter the Board sent to Minister Howard in December voicing our concerns on behalf of the industry, who has already been impacted this year with mandated Workers' Compensation payments, closure of CUETS and Convergys, outsourcers feeling the effect of the US dollar and economic downturn, and their ability to put work in other countries with a more affordable labour pool. Companies who are paying fairly will become minimum wage payers.

Board members along with several industry delegates created this advisory committee in December to lobby against wage increases that were being planned for early in 2010. The Minister did agree that another increase in less than 12 months was too much and suggested that it would be closer to the end of the 2010 calendar year before another increase would be implemented.

So as you can see, your Board of Directors has been extremely busy in the past few months working on your behalf to the best of our ability. We hope that as the new fiscal year begins, economic plans will brighten and member businesses will return to a fuller and more robust operation.

In closing, I'd like to remind everyone that we will be filling 3 Board vacancies at our AGM on May 12, 2010. This year our AGM is being held at the Fairmont Winnipeg and in honour of Manitoba's homecoming we are inviting some very special guests, all past MCCA Board Members or Committee Chairs, as we celebrate 13 great years at "MCCA Past, Present and Future," I hope you will join us too.

Alex Herriot, MCCA Chair

From the Desk of the CEO

March 31 is our fiscal year end and always a busy time of year at MCCA. We launched our spring training calendar, commenced the planning of the AGM, Golf Tournament, and fall Awards Banquet, and once again ask for your assistance. Committee volunteers are urgently needed to help us organize successful member events in 2010. If you can contribute approximately 2 hours a month please call us or delegate someone in your centre to become a volunteer. Details about various committees can be found in this newsletter or on our website. On page 2 you will find our spring & summer training and events calendar. New this year, is the way we are handling a number of company specific requests for on site training. Contact us if you have specific needs, we may be able to assist.

We are also partnering with Contact Centre Canada on a number of their projects including the National Certification Project, HR to GO! and most recently asked for your participation on their Cost of Turnover Calculator-Online Focus Group. We thank-you for your ongoing support and participation in these important projects which benefit not only our members but the industry across Canada. Pooling our resources for useful data just makes sense. Next on this agenda will be requests for participation in the update of the global benchmarking study. Many of you met Dr. Danielle Van Jaarsveld when she presented at our AGM in 2007. Another outstanding report will be made available upon conclusion of her study.

Lastly I am pleased to announce that following our AGM we will be hosting a reception. Please join us as we celebrate our past successes and partnerships on May 12, 2010!

Cheryl Barsalou, CEO MCCA



Career Development with Louise Johnston, Manager of Training & Development

We have been busy bringing you many interesting topics for 2010.....



- ◇ We kicked off the new year with a **Best Practices discussion** on **At Home or Remote Agents** on January 21.
- ◇ Our **University of Manitoba Certificate Program** continues to grow. The Operations course is currently in process. We will be offering a condensed summer course this year – Technology. At this year's AGM we will celebrate our 3 new program graduates
- ◇ **MCCA Conference: New Decade – New Leadership** was our first conference held onsite at 1000 Waverley. Our keynote address Jeffrey Rohne kicked off the conference with an inspiring and thought provoking session on Leadership. We then had a 2 hour presentation introducing the many aspects of Social Media in today's businesses, followed by Employee – Quality, Performance and Calibration. The day ended with an "ideas camp" on incentives and employee engagement. Very positive feedback on the day!
- ◇ The **HR Series for People Managers** will start on April 7. This is a 7 session series that will run to June 30. Please see the training calendar for dates and topics.
- ◇ Our **customized workshop** delivery has kept us busy. We have worked on site with members to deliver workshops on transferable skills and employee coaching.

We are in the process of enhancing our lending library and have some new training materials. Please remember that we can provide resources tools and support.

These events and training are made possible by your continued attendance and support.....We encourage you to get involved and participate in our programs, events and committees. Thank you to all the committee members that have helped us make these events successful.

Louise Johnston
975-6465
email: Louise@mcca.mb.ca

In accordance with the MCCA By-laws, please be advised of the annual meeting of the Manitoba Customer Contact Association.

Date/Time: May 12, 2010 at 5:00 p.m.
Place: Fairmont Winnipeg, Lombard Room

The MCCA is seeking 3 contact centre "voting members" to fill a 2 year term on the Board of Directors.

Interested, qualified applicants will forward a letter of interest to:

Manitoba Customer Contact Association
1000 Waverley Street, Winnipeg, MB R3T 0P3
Attention: [MCCA NOMINATION COMMITTEE](#)

Or via email to one of the nomination committee members:

Cheryl Barsalou, MCCA CEO Cheryl@mcca.mb.ca
Alex Herriot, MCCA Board Chair alex.herriot@canadadrugs.com
Alan Sauvé, MCCA Vice Chair ASauve@reachcanada.com

Cheryl Barsalou 975-6468 Or email info@mcca.mb.ca

[Register Online](#)

What's New!

YOU TALKED; WE LISTENED! In response to your requests for more sharing of ideas and information, we have added a few new pages to our website:

Participate in Focus Groups, Industry Surveys, etc.

Hover on "Home" to find various Industry Surveys and Focus Groups that you can participate in. [Check this page regularly!](#)

Recently Posted:

- ◇ [Canada 2010: A Workplace Essential Skills Snapshot](#) - [For more info](#)
- ◇ [Cost of Turnover Calculator-Online Focus Group](#)
- ◇ To participate or find out more [click here](#)

We have also recently added the following Online Directories to our website.

[Online Vendor Directory.](#)

[Outsourcing Directory.](#)

Take advantage of this free service to our members now. If you have any questions, please call 975-6464 or email our office info@mcca.mb.ca

MCCA Training Calendar

April 21 Hiring Part 1 – Recruiting the Right People
May 5 Hiring Part 2 – Interviewing, Selecting and Hiring the Right People
May 19 Communicating Work Instructions

June 2 How to Delegate Effectively
June 16 Managing Employee Performance
June 30 Coaching Workers to Peak Performance

Welcome New Members

Corporate Members:

Contact Centre - Full Membership
Investors Group

Vendor Member

Pinnacle Staffing

Individual Members:

Christine Hutchison-Hounsell
Danielle van Jaarsveld

Membership Renewals

Many of you have received your notices to renew MCCA membership in the past few weeks. This is a new process integrated with our website and membership database. If you experience any difficulties, while trying to complete the renewal online, please contact me and I will be happy to help.

Lilianne Donato, Member Services Co-ordinator
975-6464 info@mcca.mb.ca

Mark your calendar:

MCCA Annual General Meeting & Reception

May 12, 2010,
5:00-7:00 p.m.
Fairmont Winnipeg, Lombard Room.
RSVP Requested

2010 Annual MCCA Golf Tournament

Thursday, May 27th
Kingswood Golf & Country Club,
LaSalle, MB

Join us for a great day of fun, food, and prizes!
Registration and Sponsorship details on line at:
www.mcca.mb.ca

Call for Volunteers

Committees and Events.....Join, Participate, Get Involved!

Besides a Board of Directors, the MCCA carries out its programs and events with the assistance of volunteer industry leaders working on a number of committees. These volunteers are committed to educational and awards programs, planning fun events, and enhancing community awareness. The MCCA is in need of a few committee volunteers:

Immediately, we need 1- 2 volunteers for our Golf Committee and 3-4 volunteers for our Awards Committee. Closer to summer, we will also reconvene our HR Committee to assist us with an industry needs assessment and to determine plans for fall and winter programming. We welcome volunteers now who would like to register for participation on this committee.

Volunteers must have some flexibility in their schedules to enable them to commit the time required to attend scheduled committee meetings while assisting with the planning and organizing of these events.

Committee Volunteer Expectations:

Golf Committee:

2-4 Meetings (About 1 hr in length)
Scheduled Between March and May to secure sponsorship, prizes and to assist MCCA on the day of the golf event

Awards Committee:

5-6 Meetings (About 1 hr in length)
Scheduled between April -June and Sept - November to review and update applications and guidelines, secure sponsors, find gift mementoes, and plan and coordinate the event

HR Committee:

2-4 Meetings (About 1-1 ½ hrs in length)
Scheduled as needed to provide input on industry needs and to assist MCCA in planning training events, as sub-committee from this group is typically formed as the planning committee of our annual forum (one day) or conference (2 day).

If you would like more information on committee involvement, please contact the MCCA at 975-6464, we'd love to have you join the fun!

Open your business to a world of opportunity, in the heart of Canada.

20.10.2010
WINNIPEG



From October 20-22, 2010, the **Winnipeg Chamber of Commerce in partnership with ANIM, Manitoba's bilingual trade agency, will host one of the largest and most important international business forums in Canada.** The event is called Centrallia 2010. It's a **business to business match-making event** that will bring more than 500 Small to Medium-sized Enterprises from around the world to Winnipeg. Your business needs to be there. There will never be a better or more cost effective way to expand or promote your business internationally.

Key features of Centrallia 2010: 20-10

- ◆ 2 ½ days of match-making meetings
- ◆ 12 pre-programmed, one-on-one meetings with businesses of your choice
- ◆ 500 businesses from multiple sectors
- ◆ Abundant opportunities to meet and network
- ◆ Various guest speakers including Ken Blanchard, best-selling author of The One-Minute Manager

Manitoba Customer Contact Centre is pleased to be a promotional partner of Centrallia 2010 and invites you to share in this opportunity while connecting your business to opportunity worldwide.

Centrallia 2010 Will Feature:

Over 500 businesses from around the world
Participation from more than 20 world economic regions
Over 3000 scheduled one-on-one meetings of 30 minutes each
Opportunities to meet with national trade representatives
Simultaneous translation for English, French and Spanish

We hope to see you there!

BRUSH UP WINNIPEG

In 2006, Convergys decided to conduct a team building exercise and the first "paint-a-thon" of its kind, was launched in Winnipeg. An enthusiastic team of 30 contact center employees from Convergys found a home in need of a makeover. The owner was either financially or physically unable to paint the exterior of their house. It was a great success transforming the home, and it was a great experience for Convergys employees.

Convergys approached *Take Pride Winnipeg!* to expand the program, and they took on the leadership role in 2007. With advertising in the Winnipeg Free Press, over 125 home owners applied, and seven homes were chosen. MCCA Board of Directors further challenged the MCCA members to show their support and add some focus to the contact centre industry, drawing attention to the great work we do everyday in business and the community.

The contact centre industry put together six of the 7 teams who spent the day painting houses that year. Again, it was a tremendous success for the home owners, the employees and the neighbourhoods. It was a day of fun and hard work for a worthwhile cause.

Take Pride Winnipeg and Event Sponsor Manitoba Lotteries invite you to participate once again in the next scheduled paint day, June 12, 2010. Team Registration deadline is May 7, 2010.

For more information and details please call Tom Ethans at 792-5464 or email

"ENTER"...THE KEY TO SUCCESS



I work at a phone company that supplies mobile internet connections. I got a call from a customer one day complaining that her internet wasn't working. After about ten minutes of the usual checks I realized that the customer was connected so I asked her to open an internet browser.

Agent: Can you click in to the address bar and type www.google.com please?

Customer: I've done this already and it didn't work.

Agent: Will you do it again for me anyway?

Customer: Alright.

Agent: W-W-W-DOT-G-O-O-G-L-E-DOT-C-O-M and now press "enter".

Customer: Oh, you have to press "enter"?



**Manitoba Customer
Contact Association**

For more information:
(204) 975-6464
1000 Waverly Street
Winnipeg, MB R3T 0P3

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Louise Johnston, Manager of Training & Development
Lillianne Donato, Executive Assistant
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