
2016 Industry Round Table

Summary Report

December 1, 2016



Table of Contents

- Background 3
 - Context..... 3
 - Participants..... 3
 - Summit Agenda 4
- What We Heard..... 5
 - What you want from your partnership with MCCA? 5
 - Identified Priorities..... 6
 - How MCCA can be successful? 6
- Evaluation 8
 - Opportunities of Interest 8
 - Biggest Take Away 8
 - Best Part of the Morning..... 8
 - Least Valuable Part of the Morning 9
 - Where to Focus our Efforts 9
 - How to Present Opportunities..... 10
 - Is there value in the Round Table?..... 10
 - Additional Feedback..... 10
- Survey..... 12
 - What you want from your partnership with MCCA? 12
 - How MCCA can be successful? 12
 - Where to Focus our Efforts..... 12
 - Is there value in the Round Table?..... 12
 - Additional Feedback..... 12
- Appendix A: Attendees..... 13

Background

Manitoba Customer Contact Association (MCCA) is an industry association comprised of Manitoba companies and organizations associated with the customer contact/customer enhancement sector. MCCA supports the industry by coordinating training and networking opportunities to ensure the necessary skills are developed to meet the needs of the future. Members are also committed to educating the public and creating career awareness, promoting the industry as one where many careers begin and develop into a successful future.

Each year, MCCA members unite as a collective group to discuss topics and trends that shape the Manitoba customer contact industry. The following report will summarize the results of this year's Industry Round Table.

Context

Participants were divided into four working groups and asked the following question:

- 1) What do you want from your partnership with MCCA?

Groups presented their responses to the larger group. Based on the responses, four priorities/opportunities were identified. Each group was assigned a priority/opportunity and was asked to expand on them by answering the following question:

- 2) How can we be successful?

Following the morning session participants received an evaluation providing them the opportunity to add/expand further on the morning topics. Responses will be added at the end of the report.

Additionally, invited participants who were unable to attend were provided with an electronic survey to contribute their insights. This information will follow the evaluation.

Participants

On December 1, 2016 at the St. Boniface Golf Club in Winnipeg MB, 18 contact centre managers, 4 vendor members, 3 associate members, 2 government officials and 4 MCCA staff gathered to discuss topics and trends shaping Manitoba's contact centre industry.

Agenda

8:00 am-8:45 am	Registration and Breakfast
8:45 am-9:00 am	Welcome Message – MCCA Chair
9:00 am-10:15 am	Presentation – Aspect “How Messaging, Chatbots, and AI are changing the Customer Service Landscape”
10:15 am-10:30 am	Networking Break
10:30 am-12:00 pm	Round Table Discussion – Round 1 and Round 2
12:00 pm-12:15 pm	Closing Remarks

What We Heard

1) What do you want from your partnership with MCCA?

Group 1	<ul style="list-style-type: none"> - Contact centres manager feedback - Revenue generating opportunities - Comprehensive member description, contact info etc. - Broader industry recap and update - Training through webinar - Self-learning opportunities - Member sharing site - Staffing firms – 2 –CNIB, Talentcor <ul style="list-style-type: none"> o Member needs in staffing “employment needs” o Understand customer service trends as it relates to staffing and requirement <p>Diversity in workplace – partnering opportunities</p>
Group 2	<ul style="list-style-type: none"> - Access to resources - Training – specialized - Access to other contact centres - Networking - Building a network - Opportunities to learn about other roles in industry - Keeping up to date/know what’s happening in industry (best practices, etc.) - Sharing of ideas, challenges and experiences - Help build the industry – rebranding contact centre concept - How do I improve my business? - Free training programs/tools for grants etc. - Succession planning and career development
Group 3	<ul style="list-style-type: none"> - Networking - Knowledge/training <ul style="list-style-type: none"> o Customer Service (needs to be geared to age demographic – mature, youth, culture etc.) o Leadership o Legislation o Changes in industry o Types of government funding for training o LMI - Compliance - Contact centre conferences – what are the best ones to attend (top 5?) - The customer journey. (front line staff) - Hosting brainstorming/round tables with internal staff or industry staff to solve problems - Tech changes - Mapping the customer journey <ul style="list-style-type: none"> o Internal “customer” staff ensure they understand - MCCA shares best practices with members – “cheat sheet”

Group 4	<ul style="list-style-type: none"> - More training – in classroom - More networking opportunities with “like-minded people” <ul style="list-style-type: none"> o Best practice sessions o Round Table discussions - Additional recognition: opportunities beyond MECCA - More PR = positive exposure - Call centre certification <ul style="list-style-type: none"> o Business profiling o People’s perceptions
----------------	--

Identified Priorities

Based on the responses to the question above 4 priorities were identified. Each group was given a priority and asked to expand further by answering the second question.

- HR/Recruitment
- Networking and Best Practices
- Technology Trends
- Training

2) How MCCA can be successful?

HR/Recruitment	<ul style="list-style-type: none"> - “Fit” for long tenure - Resilience in the job? - Testing tools and requirements - Standardized core comp’s - MCCA highlighting partners - Custom skill assessment tools - Awareness of MCCA services - Testimonials from partners - De-myth-defy the industry - Raise the awesome level
Networking & Best Practices	<ul style="list-style-type: none"> - Golf tournament – Bud and Spud - Centre tours - More round tables – similar positions - Smaller focus groups with like-minded people - Bring MECCA award winners together - More onsite visits <ul style="list-style-type: none"> o Industry updates o More interaction and/or awareness sessions for front line staff - Live best practice sessions <ul style="list-style-type: none"> o Webinars - Lunch and learns - Use MCCA as a focal point for questions to connect members

	<ul style="list-style-type: none"> - Member benefits/perks - Create best practice session in <u>partnership</u> with MCCA - Ask Bruce
Technology Trends	<ul style="list-style-type: none"> - Workforce Management - Opportunity – gamification - Understanding tech opportunities - Bringing nontraditional roles into the contact centre – data scientists (e.g.) that come up with out of the box models and opens up new windows of opportunity - Challenges <ul style="list-style-type: none"> o What’s the easiest way to collect data o In house resources are not there o “Cloud” fears o What products are best - Watching trends – is there tech that can assist with this that meets everyone’s needs and budgets - By being able to offload the simple mundane calls using tech, allows agent to deal with more complex issues – employee satisfaction increases - Who are some of the leaders – what are some of the leading edge tools (could be like a 5 star rating) - When ready to look at new tech solutions can MCCA facilitate a connection to ensure that nothing was “missed” or provide expertise and suggestions - What software other centres are using, which ones are the best - Mapping of business systems (key stakeholders in an org.) - Peer groups – easier to find info you need – expertise on software for example - Have regular networking on specific topics
Training	<ul style="list-style-type: none"> - Partnership with external organizations ex: mediation services - Specialized board positions – network, training, HR - E-learning, user friendly, more engaging, emerging training trends - Communication/notification of training - Try to keep costs low - On site/accessible – variety of training methods and locations - Train the trainer/ retain the trainer <ul style="list-style-type: none"> o How to implement so it sticks - Web training – across country - How to stay ahead/pro-active - Make it fun, engaging - Trainer competencies <ul style="list-style-type: none"> o Core competencies and specific training focused on developing them - More certificates - Trainer specific awards - Sales training – proven programs that have worked - Workforce management training

Evaluation

42% of attendees completed the online evaluation.

1) Which opportunities discussed most interested you?

- Training and human resources
- Recruiting purposes
- Getting to know each other's companies and each other better
- Training, career development and emerging technologies
- HR Recruitment
- Topic – a robust MCCA website was the driver to member engagement
- The general idea of having 'like' centres sit together and share best practices and general information
- What can MCCA offer or should offer
- I was only there until 11 am and enjoyed both the presentation and the first group question/discussion

2) What was the biggest take away?

- The discussions were great, really helped provide us with different ideas and suggestions people have seen work in their own workplace
- I enjoyed the group conversation as well as brainstorming with all the different industry problems we did discuss solutions which was something I was looking forward to – Brainstorming with like-minded people
- The tools MCCA has we need to leverage
- For me, to engage my team and myself in the opportunities MCCA offers be it training or networking or seeking different practices
- Struggle with stigma of call centre
- A robust MCCA website was the driver to member engagement – contact centres and vendors
- Taking some time to see what the MCCA site has available
- Openness of employers willing to dialogue with employment agencies. Disappointed that more employment agencies did not attend
- AI messaging and its implications for consumers

3) What was the best part of the morning?

- The discussions in smaller groups
- The presentation (Aspect)
- Team exercise

- Breakfast. But also having the chance to brainstorm ideas with my group. Though we got off topic, it was interesting to hear we are all developing similar changes in our companies, for example, customer satisfaction campaigns.
- Round table
- Round table
- Making contacts from other centres
- Round table discussion
- I enjoyed the small group discussion – meeting new people and reconnecting with some I knew

4) What was the least valuable part of the morning?

- I think it was all valuable
- NA – everything was valuable from breakfast-brainstorming
- Presentation
- I thought it was all valuable
- Presentation
- All had value
- For me, the presentation was of non-value simply because this was a Workforce Management presentation
- Would have liked nametags or businesses and or companies identified. MCCA to facilitate mixer a little more
- While I enjoyed the presentation I felt the presenter should have engaged the audience more. Plus some of his stats about usage in foreign countries particularly was very suspect.

5) Of the opportunities identified, where would you like to see MCCA focus their efforts?

- Training and human resources
- Recruiting aspects – also technology in the work force
- Bringing members together/de myth defying working in contact centre industry
- Expanding training platforms and topics: train the trainer, e-learning, sales training, analyzing the business, making business cases and presentations
- Not only showcase emerging technologies but have round table discussions how these can not only change but be implemented into our respective businesses.
Brainstorming sessions
- Value through website traffic
- As above more sessions like this one but to focus on one predetermined topic
- As always, interested in partnerships between employers and employment agencies
- Continue to connect members in a variety of ways. This is the first time I have been invited to participate so keep inviting me to other events, even paid ones!

6) How would you like to see these opportunities presented?

- Specialized training workshops provided for call centres and contact centres based on their specific operations. Regarding human resources, having industry HR professionals come to teach and facilitate classes based on recruitment, retention, employee engagement and conflict management. HR professionals who have their CPHR designation must maintain certain hours of volunteering each year to re-certify, so this could be an option to volunteer and wouldn't cost MCCA anything! I am currently a candidate for this designation and can reach out through the HR community. I have also worked with Michael Embury at MPI in the past who would have some great connections! I believe he sits on your board
- Brainstorming sessions with like-minded people
- Presentations or everyone gather, and move from table to table, talk about themselves/companies, exchange cards (kind of like speed dating)
- Training: e-learning, printed materials (work books or templates on "how"), YouTube training or maybe: idea: a collective training campaign where the MCCA challenges member organizations to create and facilitate training for other member organizations on specific topics (sales, escalation training, facilitating meetings, active listening, how to implement change), whether that be on an e-learning platform, hosted at the organization or some other medium. Create a secondary training award to recognize the best program! There could exist training programs out there that could help other companies.
- No feedback – I am open as long as there are opportunities to have a round table
- Can an employment agency or 2 take turns to be invited to present their services and needs at employer MCCA meeting
- A variety of ways: e-mail, face to face discussions, educational events, celebrations...

7) Do you see value in attending this type of session in the future?

- Definitely! This was very valuable
- Yes!! Please invite me to the next events – Very knowledgeable and valuable
- Yes
- Yes!
- Yes
- Annually – yes
- Yes!
- Yes
- Absolutely

8) Please share any other feedback you have.

- Great venue, food was delicious, and the speaker was interesting!

- The whole event was a great experience and I look forward to coming to the next mixer
- Facility was great, and breakfast was much appreciated and wonderful
- I appreciate the invitation. It was refreshing to hear and share ideas with other contact centre professionals. Thanks again!
- An online directory with names and numbers would be great
- None
- Also Lisa's idea of taking a employer or employed individual with her to info session presentations to potential job seekers
- I appreciated hearing from an expert about the various pluses and minuses of various technologies.. and the future challenges that AI brings

Survey

MCCA sent out an online survey to invited members who were unable to attend the morning session, one individual completed the survey.

- 1) What do you want from your partnership with MCCA? Please provide 2-5 priorities.
 - Education opportunities, networking opportunities, technology developments, industry best practice presentations, improve the image of contact centre industry

- 2) Based on the priorities identified in the previous question, how can we be successful?
 - Continue providing course offerings to the membership, promote the industry as a career option/path

- 3) Of the opportunities identified, where would you like to see MCCA focus their efforts?
 - Promoting the industry and education opportunities

- 4) Do you see value in participating in this type of event in the future?
 - Yes

- 5) Please share any other feedback you have.
 - No answer provided

Appendix A: Attendees

Organization	Name
AAA Security	Dawn Burling
AAA Security	Sandy Smith
Aspect	Tobias Goebel
Aspect	Tyler Friesen
CAA Manitoba	George Klassen
CAA Manitoba	Kathryn O’Gorman
Canada Drugs	Alan Sauve
Celero	Susan Simcic
CNIB	Pat Shandroski
eCom Customer Care	Isha Neufeld
FloForm	Rob Daniels
The Great West Life Assurance Company	Sylvie Hunt-Lesage
City of Winnipeg Handi Transit	Ainsley Henault
Industry Services	Laurenda Madill
Industry Services	Leah Lazaruk
Manitoba Blue Cross	Shannon Granovsky
Manitoba Public Insurance	Dana Barker
Manitoba Start	Jemini Beroud
Manitoba Start	Yusuf Kacamak
Mogo	Eddie Garcia
MTS Inc.	Claire Alford
RBC	Kevin Shaw
Rogers Consulting	Susan Rogers
Shaw	Jennifer Sookram
Talentcor	Melissa Harju
Veteran’s Affairs	Marc Prieur
MCCA Executive Director	Bruce Rose
MCCA Director of Programs and Education	Lisa Dabrowski
MCCA Program Manager	Carmen Ferris
MCCA Administrative Coordinator/Graphic Designer	Deb Clark