

## Contact Center industry must prepare for the upturn: says *Frost & Sullivan*

~ *Frost & Sullivan hosts two day Customer Contact Philippines 2009 summit in Manila*~

**Manila, Philippines, November 25, 2009** – Through the recent economic turmoil, the contact center industry faced several challenges in delivering exceptional customer experience whilst reducing costs. As the economic conditions begin to improve, the contact center industry needs to increase its focus on customer acquisition & delivering exceptional customer experience with people, processes & technology.

This was the common theme of discussion at the *Frost & Sullivan Customer Contact Philippines summit 2009*, held from November 25-26, 2009, in Manila, where regional thought leaders convened.

Nitin Bhat, senior vice president for ICT practice at *Frost & Sullivan*, kick-started the summit with an opening address and gave an overview of the contact center industry. Speaking on transforming the customer experience, Kevin Panozza, CEO of Engagement Matters said that companies today no longer compete with one another to make sales, instead they compete for opportunities. At his keynote speech, Kevin elaborated on opportunities and strategies that link customer contact technology, employee engagement and high performance workplace outcomes to customer engagement and loyalty.

Shivanu Shukla, industry manager, ICT practice at *Frost & Sullivan*, says, “The recession shifted the focus in the contact center industry towards efficiency such as cost reduction and optimizing resources. As the economy begins to revive, efficiency will continue to be a driving factor; however focus on effectiveness will return and re-assign importance on customer satisfaction, customer acquisition and revenue generation activities.

He further adds, “The Asian contact center industry is expected to see steady growth driven by increased investments by enterprises on beefing up their customer service infrastructure, as well as increased levels of outsourcing expected in 2010. “

The summit covered interesting and relevant topics for senior delegates from the industry. Regional thought leaders at the summit included representatives from Thomson Reuters, SAP, Genesys Labs, NICE, DSM Manila LLC, Hong Kong Call Center Association, Western Union Financial Services, Gulf Bank of Kuwait, e-LOAN Division of Banco Popular, Business Processing Association of Philippines (BPAP) and Salesforce.com, amongst *Frost & Sullivan* senior analysts.

The people - that is the employees of a contact center, the customer, business strategy and technology & process form the four broad areas which define the

current challenges faced by decision-makers of call center operations. *Frost & Sullivan* summit featured concurrent tracks for delegates on these areas which covered a range of topics from coaching for success in call centers, customer-focused organizational culture, leveraging social networks for call centers and corporate social responsibility to technology and process related topics like achieving break-through results with speech analytics and delivering innovative customer service through technology.

The second day of the summit will encompass two concurrent tracks on Business Strategy and Technology & Process. It will be an interactive and engaging day with presentations from senior representatives from DSM Manila LLC, Hong Kong Call Center Association, Western Union Financial Services, e-LOAN Division of Banco Popular, Business Processing Association of Philippines (BPAP) and Salesforce.com, along with senior Frost & Sullivan analysts.

SAP is the platinum sponsor for the summit; Genesys is the gold sponsor; Cisco is the executive briefing sponsor while NICE and Salesforce.com are the conference sponsors. Verint is the supporting sponsor and Interactive Intelligence is the exhibitor sponsor.

The official newspaper partner is Wall Street Journal Asia while PR Newswire is the official newswire. Other media partners include BusinessWorld, ComputerWorld Philippines, Management Systems Asia, PC World and Strategic Path Asia. Business Processing Association of the Philippines (BPA/P) and BPO Services Association Unlimited (BSA/U) are the supporting associations for the summit.

For more information on the summit visit [www.frost-ccph.com](http://www.frost-ccph.com)

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#### **MEDIA CONTACTS:**

Surbhi Dedhia  
Corporate Communications  
P: +65.6890.0926  
E: [surbhi.dedhia@frost.com](mailto:surbhi.dedhia@frost.com)

Neethiya Sadagopal  
Corporate Communications  
P: +65.6890.0966  
E: [neethiya.sadagopal@frost.com](mailto:neethiya.sadagopal@frost.com)