



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Business School

WEBINAR

Home-based Customer Service & Support Agents

The Pros, Cons, Opportunities & Challenges Of At-Home Working

WHEN

Tuesday, November 28th, 1pm – 2pm

WHO

Senior stakeholders in the customer journey

COST

Free of charge

REGISTER

Register via the secure GoToWebinar link below

<https://attendee.gotowebinar.com/register/6154629972906965763>



Dear Members & Invited Guests,

You are cordially invited to attend a **Directors' Club Business School™** webinar on Tuesday, November 28th, 1pm – 2pm.

There is **no charge**; you are invited as our guest.

The webinar will be delivered via the GoToWebinar platform. No special tech required.

Register now via the secure GoToWebinar link below:

<https://attendee.gotowebinar.com/register/6154629972906965763>

You can invite up to five colleagues to register and attend. Again, there is **no charge**. Simply forward this invitation internally.

If you can't make the date, register as normal and you'll receive a link to the recording after the live broadcast.

WEBINAR

Delivering Customer Service & Support With Home-based Agents

Five reasons why you should to attend this webinar and consider using home-based agents:

Home-based agents address several challenging customer needs by firing up the right resources just when required.

- 1. Known seasonal peak periods** require, in some sectors, a three- or four-fold increase in available staff to cover demand for just two or three months in the year. Apart from the challenge of recruiting this many additional people for a short time, home-based models deal with remote training and do not require temporary space, furniture and contact centre infrastructure to be found.
- 2. Affinity needs** are difficult to economically address from conventional contact centres where staff are typically recruited within a 30-mile radius. Programs might require a few people with local knowledge located in each of several regions, or lean on a common interest both customers and agents share, such as following a named football team or a personal interest in genealogies.
- 3. Intra-day/week peaks** create inefficiencies in a contact centre where staff are underutilised for the part of the day between peaks, or are required to commute twice, with associated costs to cover split work periods. Home-based working requires no commute, and can provide extra staffing flexibility through "waiting rooms" where staff can make themselves for additional, unscheduled work that may arise.
- 4. Compliance needs** place additional emphasis on companies to fit a profile, whether this is regulatory compliance through experienced staff available around the clock or ad hoc basis, or even meeting certain staffing profiles to meet imposed employee-demographic requirements.
- 5. Specific skills**, such as language or technical/industry certifications, can be stressful to recruit for within the commute-limitations of a contact centre. Small numbers might work fine in-centre but as success comes, the ability to recruit from a bigger pool of people with the right available talent will maintain service performance at the highest level, and customer experience where it needs to be, unhindered by local labour pool constraints.



ATTEND & LEARN

Join your peers from major UK organisations to learn from one of the world's leading home-based employers. In a 45-minute seminar, SYKES will share the insider-secrets of making home working a success, including:

- Experience from operations in the US, Canada, UK, Germany and Romania covering over 7,000 employees
- Examples of how the team is recruited, trained and managed remotely
- Case studies that look at different models of home-based working (full remote, hub and spoke, decanted seasonal)
- What's necessary to succeed in having all or part of the customer support team working from home

Following the seminar, Jon Snow will host a 15-minute Q&A session, inviting the audience to ask the questions.

REGISTER NOW

We only have 100 live broadcast places, so please register now to secure your place. Click the secure GoToWebinar link below:

<https://attendee.gotowebinar.com/register/6154629972906965763>

FACULTY

Victoria Georgalakis is Senior Vice President at Sykes Enterprises, one of the world's leading customer interaction management outsourcers. Victoria's operations support customers through in-country, nearshore and @home services, and look after the customer service and technical support needs of international clients across financial services, technology, fashion, FMCG and retail sectors.

Nick Sellers has a senior role in SYKES' Strategy & Marketing functions in both Europe and around the world. During the last 30 years, Nick's broad knowledge of outsourcing, customer service, support channel technologies, and international logistics has helped many high-profile brands to improve their after-sales provision and customer experience performance. A passionate advocate for simpler processes and clear customer communication, Nick has helped companies to achieve big step improvements in cost, speed and accuracy.

DIRECTORS' CLUB UNITED KINGDOM

Today's **Directors' Club United Kingdom** has its origin as a supper club in London's Mayfair. The Directors' Dining Club, as it was known, had its home at Claridge's Hotel and brought together business leaders of the day to discuss trends and disruptive forces for change.

In February 2010, Jon Snow (founder and chairman) re-constituted the dining club as the *Directors' Club* and so a business lifestyle and networking institution was born.

The Club motto **To endeavour. To achieve** captures the spirit of the organisation and the ambitions of its members.

Membership is by invitation.

<http://directorsclub.org.uk>