

# CONTACTCENTERWORLD.COM

The Global Support Organization For Industry Professionals



CONTENT COUNTER  
TODAY'S QUICKSTATS

Articles: 1196, Research Items: 185  
Exec Interviews: 559, Case Studies: 450, Videos: 199

FREE ADVICE  
Ask an Expert [GO](#)



## NATIONAL SITES

### Reviews On 2005/2006 From Nancy Lewis - EVP Of Client Services, Virtual-Agent Services

#### What has been the greatest challenge the contact center industry has faced in the last 12 months and why?

The greatest challenge in the contact center industry has not changed over the last 12 months or over the last 20 years for that matter. Staffing and attrition issues will continue to be a concern for typical contact center practitioners. Labor issues have, in fact, become so pervasive that many practitioners have come to expect high attrition, indifferent employees, and low service levels as being natural to the business. Finding and retaining suitable labor has been such a concern that in fact call center managers have changed gears many times depending on the perceived best solution at the time. This fluctuation in obtaining the ideal model has increased costs for those practitioners that have had to correct the solutions that they have chosen. Finding that ideal solution can and will produce a high standard of quality agent is key to providing excellent customer service. The proof is in the pudding and adequate due diligence needs to be considered.



Nancy Lewis  
EVP Of Client Services  
Virtual-Agent Services

#### In 2006, what do you think will be the top priorities for (a) Contact Center Managers and (b) Company Executives?

Contact center managers have and always will be focused on efficiency and service levels. With an ultimate goal of providing high quality customer care, managers will need to efficiently control the key indicators to reach the desired results. Executives will, in turn, measure the manager's performance to ensure all corporate qualitative and quantitative goals are met and enhanced so that a healthy bottom line is maintained. Reducing costs should be considered at all levels and the less tangible evaluations are likely to make the difference. Consider attrition, retraining and rework into the equation as these factors will also assist with the qualitative goals of the company. All levels of management must at all times have customer satisfaction in mind to ultimately retain clients and grow their business. A company's best reference and the most important business is current business. If you can't keep your current business, you can't expect to get new business.

#### What do you believe will have the biggest impact on the industry over the next 12 months - how and why?

Voice over IP is sure to have a strong, positive impact on the contact center industry in 2006. The technology is becoming more and more reliable, and therefore, companies are beginning to recognize its advantages of bringing the continents together. Lower international telecom costs will only boost the continued expansion of the contact center industry.

## **What impact have "external events" even had on your company, and how have you adapted your business, if at all?**

As with any industry, the fluctuation in the strength of the dollar has presented challenges to many businesses over the past year. In addition, customer expectations are heightened by their attempts to remain competitive and therefore demand more and more creative ways of expanding their business opportunities. Recently we have seen increasing requirements for international expansion in many markets including Europe and Asia which is driving the need for high quality multilingual support. To meet the needs of our clients and to pursue other opportunities, VAS has opened its first European location in Milan, Italy, with plans to continue growth internationally in the coming years.

---

### **About Nancy Lewis :**

Nancy Lewis is the Executive Vice President of Client Services for Virtual-Agent Services and is responsible for all client relations. Nancy has been with VAS since its incorporation in 1999 and led the implementation of the quality assurance program which has contributed to great success of the organization.

### **About Virtual-Agent Services :**

Virtual-Agent Services is a provider of contact center solutions for today's demanding customer care industry. Providing a variety of support options including inbound sales and customer service, customer account maintenance, credit management and reservations, VAS services a variety of industries and clients.

Author : Nancy Lewis - EVP Of Client Services

Date Published : 1/19/2006

[Click Here  
if you liked this  
feature](#)

 [Printer friendly version](#)  
 [Recommend to a friend](#)

[-Back To Top-](#)

[| Request Information from CRM & Contact Center Suppliers | About ContactCenterWorld |](#)  
[| Advertise CRM & Contact Center Solutions | Link to this site |](#)  
[| Submit CRM and Contact Center Content |](#)  
[| Recommend this site to other CRM & Contact Center Professionals | Disclaimer |](#)

©ContactCenterWorld.com 1999-2005

The Global Support Organization For Contact Center Professionals & the place for information on:

Headsets, Help Desk Software, Internet Telephony (IP), IVR, Knowledge Management (KM), Multimedia Contact Center, Offshore Outsourcing, On Hold, Outsourcing, Predictive Dialers, Quality Monitoring, Self Service, Speech Recognition, Telemarketing, Virtual Contact Center, VoIP, Web Chat, Workforce Management