



**Welcome to the NACCM 2010 attendee podcast series. Your opportunity to hear from fellow attendees before we meet this October 25<sup>th</sup>-27<sup>th</sup> at The Walt Disney World Swan in beautiful Orlando, Florida. It's not too late to join us for this remarkable event. Visit [www.iirusa.com/naccm](http://www.iirusa.com/naccm) for more information.**

**Today we have the pleasure of speaking with Rob Sader, Communications Service Provider Practice Leader at Jacada. Welcome Rob.**

**Rob:** Thank you. Thank you for having me.

**Tell me about your role at Jacada.**

**Rob:** So, my role at Jacada is pretty simple. I am the Communications Service Provider Practice Leader. I am really responsible for engaging with service providers across North America to learn more about what it is that they are trying to do; what they are trying to accomplish with their customers. And then help them to understand how we might be able to best engage with them to really push them through the change that they are seeking within their service organization or within their business.

**Now Rob, this is your first time attending NACCM. Can you tell us how you heard about the Conference?**

**Rob:** Absolutely. I was actually talking to a customer of mine and he was mentioning that he was going to be down in Orlando this coming year in October and he was asking if I was going to be there, as well. I hadn't planned on being there. I hadn't actually even heard of the show at that point earlier this year. He said that it would be a good show for me to go to and learn more about what it is that people are talking about and what not. So, I did some research on it and was ultimately able to convince the marketing team and the executive

team that this would be a great thing for us to attend and for me to be able to understand more about what customers are talking about in the marketplace for customer service.

**And we are so glad to have you come this year. What speaker or presentation are you most looking forward to?**

**Rob:** As I look at the agenda as it stands today, there was one in particular, one session that jumped out at me. It was: "*Exceeding Customer Expectations – Rogers Communications Customer Retention and Satisfaction Approach*". I'm really actually looking forward to that one. There are a number of companies that I'm working with today that are really focused on this space of understanding the most effective way to retain customers and provide exceptional satisfaction at the same time. So, I'm actually really looking forward to understanding how Rogers is attacking this particular issue and then how I might be able to understand going forward how I can help companies do the same.

**What do you hope to gain from your attendance at the Conference?**

**Rob:** That's a great question. I think, more than anything, I would just like to learn more about some of the challenges that people are facing with regards to the service industry in general. I think, specifically, what I'd like to learn more about is as companies are faced with developing and releasing to the customer base more and more complex products (especially in the space that I work in with regards to communications' companies), I'm curious more than anything else how their costs to serve those customers are being impacted. And then also, what are they doing about that? Understand how they are balancing the cost structure with customer satisfaction, first call resolution, those types of things.

**What's next for the customer service industry?**

**Rob:** From my perspective, what I'm hearing people start talking about, more than anything else, are three different things. Number

one is really the idea of decision making. Some people are focused in on the actual analytics and findings, being able to present more data or more specific data to decision makers. I think it's going to go beyond that at some point, in the near future, and people are going to be talking about active or dynamic decision making and how that can impact them as a business. The second thing that's really going to be important going forward for the customer service industry is this idea of what I call: "institutionalizing processes." It kind of gets to the foundation of taking processes, best processes or best practices and building them into the organization; building them potentially into software to enable companies to more effectively deal with complex issues that are becoming more and more commonplace for customer service organizations. And I think the last thing that really is going to be the future of the industry is very similar to what's happening more generally in the computing space, which is pushing information to people rather than having them pull information. The marketing term that I typically use is: "putting the right information in front of the right person at the right time" to deal with a customer issue. When you get to the heart of it, it is really about pushing information; pushing the right information to agents at the right time vs. having them go out and pull information from systems in order to get the right information. I think those three areas will be the future of customer service, or some of the focus points of customer service going forward.

**In keeping with our Disney World location, what character do you most identify with?**

**Rob:** I had to think about this one for a while because I haven't had the opportunity to really interact with any of the Disney characters recently. I think Goofy would be a good character for me to identify with.

**Well, Rob, thank you so much for taking the time to talk with us today. Like I said, we are really looking forward to meeting you at the event, and our listeners as well. Don't forget, visit [www.iirusa.com/naccm](http://www.iirusa.com/naccm) for more details.**