

Contact Center Forum

Financial Institutions Center

The Wharton School, 3620 Locust Walk, Philadelphia, PA 19104

Phone: 215-898-1279 • Fax: 215-573-8757

Thursday, February 28, 2008

8th Floor, Jon M. Huntsman Hall, 3730 Walnut Street

8:30 – 9:00 **Continental Breakfast and Registration**

Academic Session 1

9:00 - 9:30 ***“Effect of Prior Work Experience on Agent Performance”***
Gina Dokko, Stern School of Business, New York University
Nancy Rothbard, Wharton School, University of Pennsylvania
Steffanie Wilk, Fisher College of Business, Ohio State University

9:30 – 10:00 ***“Effect of Angry Customers on Agent Performance”***
Anat Rafaeli, Davidson Faculty of IE and Management, The Technion

10:00 – 10:30 ***“Work Mood and its Effect on Agent Performance”***
Nancy Rothbard, The Wharton School, University of Pennsylvania
Steffanie Wilk, Fisher College of Business, Ohio State University

10:30 – 11:00 **Discussion and Break**

Academic Session 2

11:00 – 11:30 ***“Skills-Based Routing and Staffing using
Fixed Queue Ratios”***
Itay Gurvich, Graduate School of Business, Columbia University
Ward Whitt, IEOR Department, Columbia University

11:30 – Noon ***“Data-Driven Approach to Workforce Management”***
Achal Bassamboo, Kellogg School, Northwestern University
Assaf Zeevi, Graduate School of Business, Columbia University

Noon – 12:30 ***“Modified-Offered Load and Fluid Models
For Workforce Management”***
Robert C. Hampshire, Heinz School, Carnegie Mellon University
Otis Jennings, Fuqua School, Duke University
William A. Massey, ORFE Department, Princeton University

12:30 – 1:30 **Discussion and Lunch**

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Academic Session 3

- 1:30 – 2:00 ‘*Estimators for Delay Announcements* ‘
Rouha Ibrahim, IEOR Department, Columbia University
Ward Whitt, IEOR Department, Columbia University
- 2:00 – 2:30 “*Effect of Time Fillers on Customer Waiting*“
Anat Rafaeli, Davidson Faculty of IE and Management, The Technion
- 2:30 – 3:00 “*Use of Partial Delay Information for Waiting Customers* “
Gad Allon, Kellogg School, Northwestern University
Itay Gurvich, Graduate School of Business, Columbia University
Achal Bassamboo, Kellogg School, Northwestern University
- 3:00 - 3:30 **Discussion and Break**

Industry-Academic Session 1

- 3:30 – 3:50 “*Workforce Management Tools at Genesys*“
Alan McCord, Genesys Telecommunications Laboratories
- 3:50 – 4:10 “*DataMOCCA*“
Avishai Mandelbaum, Davidson Faculty of IE and
Management, The Technion
- 4:10 – 4:30 “*Workforce Management Tools at ac2*“
Turgut Aykin, ac2 Solutions
- 4:30 – 5:00 **Discussion**
- 5:00 – 6:30 ***Free Time***
- 6:30 – 9:00 8th Floor, Jon M. Huntsman Hall, 3730 Walnut Street
Cocktails, Speaker, Dinner

Speaker: **Bern Elliot**, Research Vice President, Gartner Inc.

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8th Floor, Jon M. Huntsman Hall, 3730 Walnut Street

8:00 – 8:30 **Continental Breakfast**

Industry-Academic Session 2

8:30 – 8:50 ***“Longitudinal Analysis of Agent Productivity Data”***
Noah Gans, Wharton School, University of Pennsylvania
Nan Liu, Department of Statistics and OR, UNC Chapel Hill
Avishai Mandelbaum, Davidson Faculty of IE and Management, Technion
Haipeng Shen, Department of Statistics and OR, UNC Chapel Hill

8:50 – 9:10 ***“Projecting Agent Productivity for Workforce Management”***
Viroj Buraparate, Hewlett Packard
Steven Myles, Hewlett Packard

9:10 – 9:30 ***“Skills-Based Routing and
Workforce Management for Airline Reservations”***
Gad Allon, Kellogg School, Northwestern University
Awi Federgruen, Graduate School of Business, Columbia University

9:30 – 10:00 **Discussion and Break**

Industry-Academic Session 3

10:00 – 10:20 ***“Aspect’s View of Outsourcing”***
Kim Kegg, Aspect Software

10:20 – 10:40 ***“Contracting Problems for Outsourcing”***
Sameer Hasija, School of Management, SUNY Binghamton
Edieal Pinker, Simon School, University of Rochester
Robert Shumsky, Tuck School, Dartmouth College

10:40 – 11:00 ***“Some of IBM’s Outsourcing Businesses”***
Aliza Heching, IBM
Abhijit Bose, IBM

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11:00 – 11:30 **Discussion and Break**

Industry-Academic Session 4

11:30 – 11:50 ***“Skills-Based Routing and First-Call Resolution”***
Vijay Mehrota, College of Business, San Francisco State University
Kevin Ross, University of California, Santa Cruz
Yong-Pin Zhou, University of Washington Business School

11:50 – 12:10 ***“Turning the Customer Service Call Center into an Engine
for Value Creation and a Corporate Asset”***
Frank Madonna, Mellon Investor Services

12:10 – 12:30 ***“Flexibility Structures and Skills-Based Routing”***
Zeynep Aksin, Koç University

12:30 - 1:00 ***Discussion and Box Lunch***

1:00 ***Adjourn***