

March 8, 2010

Dear Approving Manager:

I am writing to request your approval to attend the **11th Annual Call Center Week**, taking place June 14-18, 2010 at Caesars Palace in Las Vegas, NV.

This valuable educational event stands out from all other conferences: It is presented by more than 35 practitioner call center leaders across diverse industries, with interactive sessions conducive to practical learning. The comprehensive conference program directly relates to our current organizational development initiatives, including:

- Designing strategies that will help our entire service organization optimize performance, productivity and VOC programs
- Implementing tools and technology for efficiency and automation
- Developing a customer-centric culture that energizes and empowers employees, while inspiring them to achieve excellence

By attending this event, I expect to learn "ready-to-implement" trends, processes, and strategic thinking in operational efficiency, employee management (hiring, growth, reenergizing), and emerging technologies to improve our call center. I will also have the chance to benchmark against several of our peer and competitor organizations through scheduled networking activities.

Here are 5 examples of specific interactive presentations I plan to attend:

- **"Hope for the Economy" Keynote with US Auto Parts**, which had a 500% growth on NASDAQ in 2009 (when the economy was adverse), all because they focused on the customer experience
- **"Striving for Greatness" Keynote with Netflix**, who has closed their performance gap and boosted customer satisfaction to where 90% of their members are loyal advocates
- **"How Customer Service Leads the Way in Social Media" with Frank Eliason of Comcast**, who began using Twitter to ask "Can we help?" and received overwhelmingly positive responses from customers, revolutionizing the way they use social media in their center
- **"Mastering Performance through the Company Culture" by The SCOOTER Store**, who leveraged low-cost reward and recognition programs to engage employees and get them "wrapped around" their corporate mission
- **Call Center Excellence Awards Panel**, which gathers the eight 2010 award winners to address topics like creating a customer-centric culture, positioning the call center as a key enabler of growth and profit, connecting the customer to the employee experience, and putting VOC initiatives to work

The early bird pricing for the All-Access Pass is \$2,099 (a discount of \$2,895). This price includes the 2 main conference days, a pre-conference master class, my choice among 8 workshops and site tours, refreshments and lunches each day, as well as networking activities, receptions, the Call Center Excellence Awards Ceremony and exhibit hall entry.

In addition, as an attendee I will receive all conference presentations and materials. After returning from the 11th Annual Call Center Week, I'd like the opportunity to review these materials with you and discuss how we can leverage them for further training of our team.

I would appreciate your approval by **April 16, 2010** to take advantage of early registration and travel discounts.

Sincerely,

NAME
TITLE