



Service Desk and Customer Support Conference

Do you need to train your managers and front-line staff on the latest Service Desk and Customer Support skills, strategies, and techniques? Would you like to offer your association members a conference that they can attend locally as well as attract new members to join? We have the solution, a professionally prepared high content conference program that we bring to you at less than what it would normally cost to go elsewhere for a comparable program.

We offer a mix of full day, half day and concurrent break out sessions with content covering a vast range of topics of interest to management and frontline personnel and delivered by the industry's best presenters. Conference length can be anywhere from one to five days. A sample two-day conference is outlined on the next pages.

If you are an association and want to offer the conference to your members and other interested parties we can also assist you with location selection, pricing and new member incentives.

Further information about our conferences, executive retreats and workshops is available on the web at www.logicalprocess.com, or through email at cdnsales@logicalprocess.com



SAMPLE CONFERENCE AGENDA: Day 1

- Morning Break: 10:00-10:15
- Lunch: 12:15-1:00
- Afternoon breaks: 3:00-3:15

Half-day workshop 1A 8:30-12:15

Insights for Personal Effectiveness

Fact: Building and maintaining a high-energy team is critical to success in the fast-paced, high-pressure environment of a support organization

Fact: “You can not control the wind, but you can set your own sails”

Fact: Your personal effectiveness starts with the knowledge of your own working style and then building your own way to connect with your team and your customers.

Don't miss this fun and highly interactive session that looks at the ways we interact with one another in the workplace and how this knowledge can have a positive impact our personal effectiveness and the service we provide our customers. Based on the Insights Discover System, learn a practical model and simple language to understand workplace dynamics, communication differences, and team effectiveness...and how you can apply these simple principles to help your team work together effectively and efficiently.

You will receive a personal 24-page working style report to use in this session and take with you to share with your team. To have your report ready for the workshop, please follow the link and instructions below. Plan on between 20 and 30 minutes to complete the on-line evaluator and be prepared to participate in this unique experience!

Concurrent Session 101 8:30-10

E Support 101

The support industry is as driven by trends as the fashion industry. Centralized support vs. decentralized... Outsourcing...Expert systems... Certification of employees...Horizontal stripes or Burberry plaid? The biggest trend in recent years, though, is one that's likely to revolutionize our industry as completely as did the telephone. More and more help desks are turning to e-support as a way to offer better, faster customer service while lowering the cost of providing that service. This interactive session will introduce to the power of e-support and help you understand how e-support can enhance your service and support model to increase customer satisfaction and improve efficiencies. Gain a solid understanding of what you need to consider when deploying e-support in your organization.

Concurrent Session 102 10:15-12:15

Catch that Stuff that Comes Over the Fence (Learning to Work With Others to Successful Manage Projects & New Initiatives)

If you have ever been tossed a project or initiative from another department or operations that you are required to support then you certainly know about the challenges involved in “catching that stuff that comes over the fence!” This session is designed to help you learn:

- ◆
- ◆ complete projects and undertake new initiatives
- ◆ initiates.

SAMPLE Day 1 (cont.)

Half-day workshop 1B

1:00-4:45

Support Operations: Using Best Practice to Ensure Success

If you are responsible for Support Operations or for the success of specific projects or initiatives within your organization then this half day workshop will introduce you to the key industry Best Practices that you can leverage to ensure success. Learn the basics about best practices for process improvement, change & transformation management, measurement and metrics as well as ongoing improvement. Walk away being able to understand the tools that enable operational success and acquire the vocabulary and knowledge to convey your understanding to senior management.

Concurrent Session 103

1:00-3:00

ERP Support: They didn't just *move* my cheese, they *changed* it!

Just when you think you've got this support thing down, along comes an ERP system, such as SAP, Baan, PeopleSoft, or JD Edwards. Supporting these all-inclusive, enterprise-wide systems presents a whole new world of challenges—and opportunities—for support teams. Join this highly interactive session in which you learn why it's important to get engaged early in the initiative...and how to get there! Learn how Super Users fit into the support puzzle. Identify ways to prepare yourself for the big go-live data and survival tactics for staying on board for the long haul. ERP support—it's different, it's challenging...and, if you do it right, it can be the trip of a lifetime!

Concurrent Session 104

3:15-4:45

Stakeholder Analysis: Ensuring That Your Services Meet Your Clients' Needs

Every support person is faced with pleasing a multitude of stakeholders every day, all with varying and frequently different expectations, needs, and wants. It's critical that you clearly identify those major stakeholder groups upfront, to learn as soon as possible how you will work with these groups in terms of communications, training, support, project management, process planning, etc. Learn how to use tools like a Stakeholder Map and an Accountability Table in supporting and communicating with your clients. While you can't give everyone everything they want or expect, you can at least identify what the most critical elements are and can build plans on how to "customize" your approach in achieving greater client acceptance and satisfaction.

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SAMPLE Day 2:

- Morning Break: 10:00-10:15
- Lunch: 12:15-1:00
- Afternoon breaks: 3:00-3:15

Half-day workshop 2A 8:30-12:15

Influencing Skills: If I Only Had the Power...

Have you ever felt like the Cowardly Lion who only wished he had POWER? Surely if you had power you could persuade others to your way of thinking and doing, right?

Learn how to sell others on the benefits of your initiatives and recommendations, how to deal with the resistance, both stated and hidden, and how to communicate with all levels of the IT organization. This session will provide you with tools and techniques to gain the support of others as you introduce new ideas. You will learn how to gain the support of others when your position must be one of persuasion, not power. Discover ways to identify potential resistance in advance and examine alternatives and options for dealing with that resistance. Identify ways to effectively influence down, across and up the multiple levels of an organization. By the end of this workshop, you'll realize that you've always had the power to persuade!

Concurrent Session 201

8:30-10:00

Why Are Categories So Tough?

How you categorize your service events drives virtually every downstream action you take to resolve your customers' requests. Escalations, reporting, service level management—they all (ought to) tie back to the issues you support and the actions you take to resolve them. Yet, categories are often outdated, irrelevant and unused, and no one can untangle them or will take responsibility for them. This session will help you turn an objective, business-focused eye on your categories, and give you some techniques for making sure you're monitoring the issues that are most important to your company.

Concurrent Session 202

10:15-12:15

Can You Really Measure Your Staff's Progress?

Does your staff have the skills you need to meet your organizational goals? How do you know what mix of skills you currently have and which ones you need? Self-improvement and professional development are cornerstones of any successful service organization. Yet, often, managers need effective ways to document the skills they need and evaluate how their current staff matches to the needs of the organization. Then, training and professional development can be aligned both with the needs of the individual and the group. This session will teach you how to:

- Define and document the skills and levels of expertise that are required, and valued, in your organization
- Define the skills needed by each role in your group
- Evaluate the current skill level of each person in your group
- Bridge the gap through training and professional development planning

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SAMPLE Day 2 (cont.)

Half-day workshop 2B

1:00-4:45

Developing Service Level Agreements & Alliances

Service level agreements and alliances can be the key to success for help desks, call centers, and support teams.

This workshop will help you understand the role that service level agreements and alliances (SLA's) can play in your organization. You will also learn the "behind-the-scenes" activities that will help you make SLA's a success. This workshop will provide you with a step-by-step guide on how to build SLA's and how to use them to create effective partnerships that bring value to the clients as well as the service providers.

Concurrent Session 203

1:00-3:00

What Did You Say?

If you are in the business of delivering customer service, listening skills are one of the most critical areas for you to develop and fine tune. Learn how to avoid the pitfalls of negative filters and other listening challenges. You will have an opportunity to review and use positive and active listening techniques that will ensure you are truly hearing your customers. While you may never be able to control how your customers communicate with you, this session will help you take responsibility for what YOU can do to improve customer communications...and as a result, improve overall customer satisfaction.

Concurrent Session 204

3:15-4:45

Tools and Tactics for Managing Change in an IT Environment

We are continually bombarded with changes in hardware and software, in processes and procedures, in budgets and resource planning, in the merging of departments and teams. Add to that all the personal changes we face on a daily basis and it's no wonder that stress has become such a critical issue for all of us. This presentation is designed to provide you with tools and exercises that will help you identify the stages of change on a change curve, how to recognize where you are on that curve at any given time, but most importantly, strategies and techniques to move you through the change curve in a positive and energized way. Learn how to manage yourself through change and how to support others as they go through changes. Go from being a victim of change to a leader of change. It's amazing how much fun change can actually be!

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