

“Creating a Staffing Strategy to Improve the Overall Customer Experience”

Presented by:

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Not too many years ago all Continental contact center CSRs were in mandatory overtime while abandonment rates exceeded 17 percent. Turnover has skyrocketed, while morale was at an all time low.

Today's Continental abandonment rate is consistently below 3 percent and mandatory overtime is obsolete. Voluntary turnover is less than 5 percent annually and Continental has been named one of the Best Places to Work in America by *Fortune Magazine* for six consecutive years.

Continental attributes much of this turn around largely to its innovative staffing practices, designed to balance both business and human needs.

Upon completion of this session, participants will be able to:

- Develop strategies to improve efficiency and effectiveness in your operation while increasing employer satisfaction.
- Reduce overtime expenses and lost time due to illness
- Develop creative staffing programs
- Develop innovative reward and recognition programs

Attend this session to learn how Continental Airlines changed their contact centers from cost centers to profit centers.

About the Presenter

Jim Thistle, Senior Director of Reservations – Revenue Programs, has been with Continental Airlines for over 35 years, holding senior leadership positions in airport services, sales, marketing and reservations. He is a prominent speaker and has been featured at several call center conferences throughout the country.