



American Teleservices Association

New York Metro Chapter



# The ATA NY Metro News

Sept 2010

## The NY Metro Chapter Board

- Frank Fuhrman, *Live Ops*, Chapter President
- Rich Simms, *DialAmerica*,
- Kristyn Emenecker, *Verint Systems*,
- Suzanne Ronner, *Reader's Digest*,
- Joe Sanscrainte, *Attorney*,
- Steve Krumenaker, *Avaya*,
- Keith Fiveson, *ITESA*,
- Tom Nickerson, *Consultant*,
- Glenn Pasch, *Improved Performance Solutions*,
- John Ruby, *GCNS*,
- Gina Goldberg, *MXenergy*,
- Alyse Chiariello, *Verint Systems*,
- Angela Donaghy, *Cyber City Teleservices*,
- Kurt Mey, *Cisco Systems*,
- Kelly Sosa, *American Express*,



Rich Simms (r) Congratulates Frank Fuhrman (l) on his election as Chapter President

## Frank Fuhrman Elected Chapter President

The NY Metro ATA Board of Directors is very pleased to announce that Frank Fuhrman has been **unanimously** elected to the position of Chapter President. His two-year term began on September 1<sup>st</sup> 2010. Frank is a founding member of the chapter and previously served as Chapter President from 2004 to 2006. The entire board is excited to have Frank once again in this key leadership position for the chapter.

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Dear ATA Friends and Colleagues:



Frank Fuhrman  
NY Metro ATA  
Chapter President

Thank you for entrusting me to lead the New York Metro ATA Chapter. I have some pretty big shoes to fill as Rich Simms did an outstanding job over the past 2 years. Rich – I sincerely appreciate all that you have done for our chapter, and we are all fortunate to know that we can count on your continued involvement and support.

The primary goal I have is to serve the needs of our membership and to continue the great work that our Chapter Board consistently provides. My approach will be to listen to our members and deliver the types of events to ensure that every member takes advantage of the benefits of their ATA membership. After a review of event feedback during 2010, one of the first commitments I am making to our members is to provide increased networking opportunities. You have asked of this, and we will deliver for you.

For those of you who were not able to attend the ATA Annual Conference in Orlando, I wanted to share that the New York Metro Chapter received some solid recognition. Rich Simms was the recipient of the 2010 Fulcrum Award. This is the highest recognition that the ATA bestows upon a member. Well deserved Rich, and I am glad you were recognized for your superior efforts with our Chapter. Bravo!

Our Chapter and Member Companies also walked away with some other hardware on Awards night. LiveOps, Inc. and Verint both received a TechnoVation Awards for 2010. We also received the “Call Centers Care Making A Difference Award” as the “Outstanding Philanthropic Chapter in 2010. Special thanks Suzanne Ronner for leading this initiative and to all of our members for your generous contributions.

I would like to close with some important news: The ATA Annual Conference will move from the Fall to the Spring in 2011. Please mark your calendars that the 2011 Annual Conference will be held from March 13<sup>th</sup> – 15<sup>th</sup> at the JW Marriott in Scottsdale, Arizona.

Feel free to contact me at 914-242-5316 or at [ffuhrman@liveops.com](mailto:ffuhrman@liveops.com) with any ideas or recommendations to help improve our Chapter.

Best Regards,

Frank

**Frank Fuhrman**

**President of the NY Metro Chapter of the ATA**

And Director, Contact Solutions, LiveOps, Inc.

Did you know that our ATA Chapter has a LinkedIn site? [Click here: New York Metro Chapter](#)



## NY Metro Summer Social AT Yankee Stadium Is A Grand Slam Success

The NY Metro ATA Chapter’s Summer Social at Yankee Stadium was a Grand Slam success. With 68 people in attendance, it was an excellent turnout.

The day started with a beautiful buffet lunch and networking. That was followed by a welcome from Rich Simms, Chapter President. Rich introduced the Chapter board of directors, and that was followed by a presentation on the ATA Membership Value Proposition delivered by Frank Fuhrman. Joe Sanscrainte delivered a Legislative and Regulatory update.

Keith Fiveson was moderator for the feature presentation, and Donna Fluss, founder and President of DMG Consulting LLC, was our featured speaker of the day. Her topic was The Analytically Oriented Contact Center.

Our day ended with a VIP tour of the New Yankee Stadium including visits to the home dugout, Monument Park, and Yankees Players Clubhouse.



## NY Metro ATA Raises \$2,090 For The Make-A-Wish Foundation



**Paul Rosario**  
Make-A-Wish Alumni

The NY Metro Chapter of the American Teleservices Association is proud to report that \$2,090 in cash and credit card donations was collected and donated to the Make-A-Wish Foundation of Metro New York at our recent Summer Social on July 29, 2010. The event was held at the New Yankee Stadium. The NY Yankees have been a corporate sponsor of Make-A-Wish for many years. Paul Rosario, a Wish Alumni, was on hand to represent the charity, and tell his own personal story of how the granting of "A Wish" to send him and his family on a vacation to Mexico helped him make the transition from an 11-year-old cancer victim to a cancer survivor. And that changed his life forever. A raffle was held with items donated by ATA members and their companies, and raffle tickets were awarded for making a donation to the charity. Among the many items raffled off were two tickets to a NY Giants foot ball game valued at \$300, and free admission to International Contact Center Expo & Conference organized by IQPC, valued at \$2,350.

## Meet our NY Metro ATA Board of Directors

Each newsletter, we will profile one or more of our Board members. This month, we interview **Suzanne Ronner from Reader's Digest**, and **Kelly Sosa from American Express**. Suzanne is a Past President of the NY Metro Chapter and Current Philanthropy Chair, and Kelly is our newest addition to the board (elected on 6/30/2010). Suzanne and Kelly were interviewed by Newsletter Chair and Editor In Chief, Glenn Pasch.



**Suzanne Ronner**

As Vice President of Global Customer Experience for **The Reader's Digest Association, Inc.**, Suzanne is responsible for directing and establishing customer care initiatives, policies, and practices which promote customer retention and reflect the Reader's Digest corporate guiding principles. Prior to joining the Reader's Digest in 1993, Suzanne worked for **Kraft General Foods** where she managed Consumer Affairs for the **Maxwell House Coffee** and **Gevalia Kaffe** Import Service divisions.

### **How long have you been with the ATA**

I have been a member of the ATA since 2004 and have found it to be rewarding on many levels. Networking with colleagues, exposure to reputable suppliers, and education, have been a strong contributing factor to both my personal and professional career growth.

### **What made you decide to get involved with the board and ultimately to take on the Presidency**

Frank Fuhrman called me up one day and asked me if I would be interested in getting involved in the ATA. He convinced me that I could help to shape the face of inbound teleservices for the NY Metro Chapter membership. I was intrigued enough to join and have not been sorry! I began as programming co-chair, along with Kristyn Emenecker. When our team nominated us to take on the role of the chapter Presidency we were honored - but also a bit skeptical. Could we really give this the time, commitment and energy it deserves and more importantly, could we pull off a co-Presidency?? We agreed to step up to the challenge, and in my humble opinion we initiated lots of positive change for our chapter.

### **What changes have you seen on a chapter level in the ATA**

Over the last several years I have witnessed phenomenal change and growth in the NY Metro Chapter. First and foremost, I would say that the events we host three to four times throughout the year for our members are absolutely topnotch. The chapter works diligently to bring our members intriguing, relevant topics that are delivered by reputable and compelling speakers. The team works hard to find fantastic venues (Yankee Stadium, Bryant Park, The Reuter's Building to name a few) that we can bring to our members at very reasonable rates, thanks to the strong support from our generous sponsors. And our sponsor companies have experienced the solid value proposition that their sponsorship brings: ATA members do business with ATA members!

### **What changes have you seen in regards to the acceptance of the ATA in the industry**

The strong commitment to diversify our focus beyond outbound telemarketing and to tackle all the meaningful topics (social media, inbound legislation, etc) has made the ATA more relevant. These are challenging times for all of us. The ATA gives me the network and the knowledge to provide me with a competitive edge!

## What a Relief! FTC Issues Rules on Debt Relief

by *Joseph Sanscrainte*

From the August 25, 2010 edition of the Contact Center Compliance Newsletter



The FTC issued a rulemaking on August 10th, 2010 regarding the provision of debt relief services. In the context of the Telemarketing Sales Rule, I'm going to say this was unique - the FTC identified a set of practices within one specific industry, and targeted them like a laser. For standard issue capitalists intent on having Adam Smith's "invisible hand" regulate the marketplace, this ruling most assuredly appears like overreaching on the part of the FTC; for consumer advocates, on the other hand, this ruling provides a welcome framework for protecting innocent consumers from the ravages of unscrupulous sales practices. . . . [CLICK HERE TO READ THE WHOLE STORY](#) . . .

### Don't Miss Our Free Webinar Celebrating National Customer Service Week

When: Thursday, October 7<sup>th</sup>, 1 pm

**“New Horizons For Virtual Agents And Training.”**

Featuring **Stephanie Walsh**, VP, Agent Acquisition and Learning, LiveOps, Inc. and **Charles Hellings**, Exec VP, ePath Learning. Our moderator will be **Kristyn Emenecker**, VP Solutions Marketing, Verint Witness Actionable Solutions.

[Click Here For Details](#)



Kelly Sosa

**Kelly Sosa** is a Director of Business Planning within the global servicing organization at American Express. As Director of Business Planning, she is involved with devising and executing servicing strategy to support American Express's global consumer and merchant servicing organization. American Express has been recognized by J.D. Power and Associates for three consecutive years as the highest in customer satisfaction among credit card issuers.

### How long have you been with the ATA

American Express has been a member of the ATA since 2009. I began attending ATA events and webinars beginning in 2009. At that time, my primary responsibility for American Express was negotiating contracts with our third-party Teleservicing vendors.

### What made you decide to join ATA

I joined American Express in February of 2008 after spending five years in the consumer packaged goods industry where I was primarily focused on driving operational efficiencies throughout the supply chain from procurement to distribution to customer service. Since joining American Express, my roles have been focused on managing our Teleservicing operations and delivering an extraordinary customer experience to both our Cardmembers and Merchants. I joined the ATA to expand my knowledge of the industry and to learn and leverage best practices as it pertains to customer service, compliance, the evolving regulatory landscape and technology.

### What made you decide to get involved with the board?

After attending an ATA event which, I felt was incredibly informative and relevant to my responsibilities at American Express, I wanted to become more involved in the organization to both advance my knowledge of the industry and also help the chapter grow and prosper as a venue for professionals to collaborate. In addition, after having the chance to meet the board, I became extremely excited about the opportunity to work with such an experienced and dedicated group of people.

### What do you feel you can bring to the chapter in the upcoming year

In my current role at American Express, I have insight into the successes, challenges and overall strategy required to manage a large global servicing organization. I hope to bring my knowledge and perspective of the global servicing industry, and servicing industry in general, to the chapter.

### Personal History

Currently, I am a Director of Business Planning within the World Service organization of American Express. Prior to working for American Express, I was a Director of Process Improvement at C&S Wholesale Grocers, the largest food wholesaler in the US. I am a graduate of Princeton University and grew up in upstate NY. I reside in Brooklyn, NY and I'm an avid reader and outdoor enthusiast.

## Empowered Employees Generate Great Customer Experiences

by Keith Fiveson



Creating magic moments for your customers each time and every time is possible. We have great leadership examples, be it the exemplary Zappos.com culture, Starbucks or Amazon.com, all focused on delivering a WOW customer experience culture. I believe that you can create such powerful experiences for your customers only with empowered employees who are engaged. A successful customer experience program aligns itself with employee needs to harness people potential to its fullest. So, how can you build an empowered workforce that delivers a brand experience that your customers just can't stop praising?

**Implement Customer-Centric Leadership** – A customer-centric leadership improves customer experience by empowering employees with the freedom to perform to their fullest. Such leadership can be promoted through 'servant leadership'. Contrary to the traditional approach where leaders are served, this approach requires leaders to serve. Servant leaders work by removing work-obstructers and making resources available for employees so that they can deliver to their maximum ability. Such leadership empowers customer service employees to make better decisions and create a better experience for their customers. Servant leadership also promotes forward-thinking on all rungs of organizational leadership.

Disney is an example where this leadership succeeded in creating better customer experiences. An effective system was developed by Disney's parking space attendant for easy identification of cars in its lot. This was approved by the top-rung leadership. Naturally, the implementation saw huge smiles on visitors' faces.

**Create Great Employee Experience** – All experiences are about people. It is people and their attitude that make a difference to the experience. A happy employee replicates and multiplies his or her experience for his customers. Build a happy work environment where your employees can thrive. You can increase employee engagement by:

- Hiring the right people for the right job
- Promoting a culture of respect and trust
- Rewarding excellence
- Creating opportunities for professional and personal growth
- Defining brand values that employees can connect with
- Including employees in recruitment process

Zappos is one brand that has created very happy customers with its happy employees. Managers here are required to spend more time chatting with their team and getting to know them. In addition to being fun, this culture builds understanding and trust among team members, which creates a happy and healthy workplace for employees.

**Inspire People-Centric Values in Employees** – A coffee at Starbucks is memorable, not just for the rich taste of the beverage, but for the experience here that makes the customer feel important and cherished. Another leading brand that has an enviable reputation for impeccable customer service is Amazon.com. Customers relate experiences where Amazon fixed their problem personally even though it was caused by an outside retailer. This personal touch that ensures customers that he/she is not just another statistic to be cashed on but people that are valued, is what earns you brand loyalty.

There is no promotion as powerful as a satisfied customer. An absolute commitment to a service-oriented culture that believes in the value of people and positive change will attract customer loyalty on its own strength.

**Keith Fiveson**, CEO, founded IT Enabled Services Alliance, Inc., an advisory focused on enabling communication, connection and globalization of the contact center and business process experience.



(l to r) Frank Fuhrman, Kristyn Emenecker, Keith Fiveson, Glenn Pasch, and Rich Simms

### NY Metro Chapter Members At The ATA National Conference

There was a large contingent of NY Metro Chapter members in attendance at the ATA National Convention in Orlando at the end of September, including five of our local chapter board members shown in the photo.

We were also well represented from the speaker's podium with Kristyn Emenecker, Dean Garfinkel, Chuck Hellings, Joe Sanscrainte, and Joel Linchitz

all presenting sessions in their particular fields of expertise.

And finally, a few of our chapter members stayed for an extra day to volunteer at a Call Centers Care event at the Coalition for the Homeless of Central Florida. [Click Here For More Details](#)

## The Learning Corner:

In this column, we will be featuring links to books and articles that our members have been reading and have found helpful.

### Books

- It's Your Ship by Michael Abrashof
- Winning by Jack Welch with Suzy Welch
- Trade Show And Event Marketing by Ruth Stevens

### Articles

- [Coaching Works For Everyone by Judy McKee](#)
- [Three Steps to Stop the Game of "When" at Work by Cali Williams Yost](#)

## ATA Member Companies Affiliated With The NY Metro Chapter

- |                               |                                  |   |
|-------------------------------|----------------------------------|---|
| • Affinion Group              | • Fiserv Lending Solutions       | • Phone For Success                       |
| • American Customer Care      | • Gerber Life Insurance          | • Power Direct                            |
| • American Express            | • Global Communications          | • Reader's Digest                         |
| • ASM (Approche sur Mesure) * | • Networks Systems               | • RPM Pizza *                             |
| • Auto Reserve *              | • Home Service USA               | • South African Consulate General*        |
| • Avaya *                     | • Improved Performance Solutions | • St. Johns University *                  |
| • Call Compliance             | • IQT *                          | • Technology Marketing Corporation        |
| • Cisco Systems               | • ITESA                          | • The CollegeBound Network                |
| • Cyber City Teleservices     | • J. Knipper and Company         | • The Law Office of Joseph W. Sanscrainte |
| • DialAmerica                 | • Kipany Productions             | • The Tax Club                            |
| • Dow Jones & Company         | • Live Ops *                     | • Verint Witness Actionable Solutions     |
| • Echopass Corporation *      | • Metropolitan Opera Association |   |
| • ePath Learning              | • MxEnergy                       |   |
| • EPLDT Ventus                | • Nearshore Americas *           |   |
| • Execuserve *                | • On Brand 24                    |   |

\* New Member of the ATA

The NY Metro ATA News is published by The New York Metro Chapter of the American Teleservices Association. **Glenn Pasch is Newsletter Chair and Editor In Chief.**

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