

Benchmark Report and Read Out for all Attendees: **Compare your performance to your industry peers!**

During the First Global Contact forum you will learn how your center compares to others in your industry and receive a Benchmarking Report worth \$1,500 as part of your registration fee for the conference. Reports must be filled out and submitted to BenchmarkPortal by March 4th in order to get your report at the show. Also, Bruce Belfiore will provide an analysis of the benchmark data gathered in his capstone Keynote Speech on Wednesday evening of the conference, entitled: "Benchmarking Your Way to Call Center Excellence: Find the Motivation and the Means!"

This report is sponsored by:



Participation is easy:

1. Fill out our survey either ONLINE or by DOWNLOADING & FILLING IN:
 - a. Online by clicking:
 - i. [RealityCheck](#) (12 Metrics)
 - ii. [In-Depth RealityCheck](#) (22 Metrics)
 - b. Alternatively: Fill out our questionnaire in word by clicking:
 - i. [RealityCheck](#) (12 Metrics)
 - ii. [In-Depth RealityCheck](#) (22 Metrics)
2. BenchmarkPortal will run the report against its database of call centers. This report will be printed and sent to the conference.
3. Pick up the report at the BenchmarkPortal booth near the entrance to the exhibit hall at the conference.
4. A Purdue Certified Auditor will also make an appointment with you to review your results.

[Click for Sample RealityCheck Report](#)

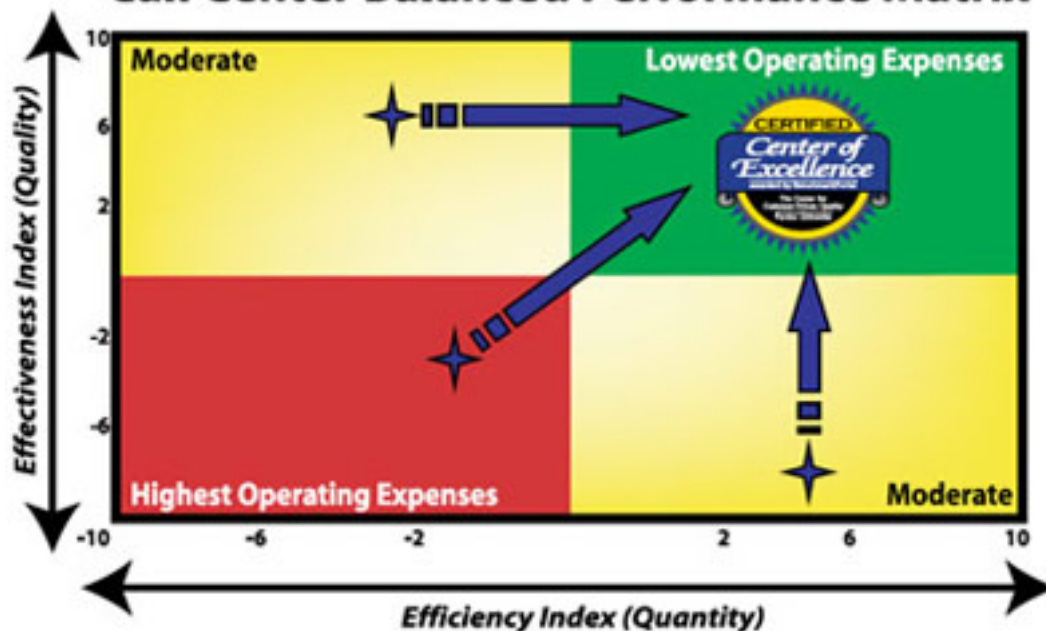
[Click for Sample In-Depth RealityCheck Report](#)

Reality Check™

Check your performance against reality

Begin your journey to learn more about how your center compares

Call Center Balanced Performance Matrix



Why Benchmark?

The primary reasons to benchmark a call center are as follows:

1. Benchmarking shows how you are doing, key metric by key metric, compared with your industry peers.
2. Comparisons help to reduce the typical barriers to change by indicating, with hard statistics, where performance is weak.
3. Also, you can further magnify performance gaps by calculating the dollar value of poor performance. For instance, it is much less likely that you will get management's attention for new technology if you publish a performance gap in average talk time of 1.5 minutes per call. It is much more likely that you will get immediate management attention if you instead show that a performance gap of 1.5 minutes for each call compared to your peer group adds up to over a million dollars of excess cost each year.