

# SSPA news

May 2006

A Publication of the Service & Support Professionals Association

MAY 2006

**Announcing the second elite Wharton School/SSPA Technology Support Services Management (TSSM) Program to be held in Philadelphia the week of June 19, 2006.**



After receiving rave reviews and incredible feedback from the inaugural Technology Support Services

Management (TSSM)

program alumnae, the Wharton School and the SSPA announces the week of **June 19, 2006** as the date of the second offering of this elite management program. This time the TSSM program is going to be held at the Wharton School's home campus at the University of Pennsylvania in Philadelphia.

### Leading Faculty Cover Key Strategies and Concepts for Managing a Service and Support Business

Top flight Wharton School faculty impart a wealth of knowledge in five key learning areas tailored for managers of service and support operations:

- Understanding the Customer
- Finance
- Operations
- Leadership
- Decision Making

The TSSM program provides real-world applications by utilizing industry specific case studies, and is set in a team environment that is highly conducive to networking, peer collaboration and learning retention.

### Enroll Immediately to Guarantee Your Seat

To be a successful leader you must learn new strategies to stay ahead of rapidly evolving business conditions. The SSPA/Wharton TSSM program empowers both new and seasoned service and

### In This Issue

- [Self-Service Best Practices—Beyond Contact Deflection](#)
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- [What is the Future of Support & Maintenance in an On-Demand World?](#)
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- [The ABCs of International Maintenance Renewals](#)
- [Five "Rs" and One "F" Spell Retention](#)
- [New Wharton School/SSPA Program June 19](#)

### Featured Links

**What is your on-premise call center provider not telling you?** Five9 will tell you what on-premise vendors won't: hosted call centers can save you time and money. Five9's Virtual Call Center Suite™ is an industry-leading solution that offers unparalleled scalability and flexibility. But don't take our word for it; download the Beagle Research Group's [white paper now](#). It's FREE.

support managers with knowledge, strategies and critical thinking skills necessary to run a successful services business. [Enroll immediately](#) for the June 19th program as registration is capped to maintain an environment that is favorable to interaction. Visit our [website](#) to learn more about the benefits and content this phenomenal event offers or contact Shauna Fields ([sfields@thesspa.com](mailto:sfields@thesspa.com)) or 858-673-3055 to reserve your seat.

### **What Did Attendees Think of the First Wharton School/SSPA Program?**

*"An eye-opening look in the managerial mirror. A series of practical experiences that will benefit both the new and the seasoned manager."* -Mathew O'Donoghue, Technical Services Manager – New Product Training, Cisco Systems

*"The Wharton/SSPA TSSM Program provides the unique curriculum that service & support professionals need in a format that optimizes learning and retention. I highly recommend it."* - Brent Potts, Sr. Director Consumer Support and Service, HP

*"Tremendous insights and a wealth of information applicable for a lifetime!"* - May Wong, Program Manager Support Services, Oracle

*"This program helped me see how a support organization can be/needs to be run as a business, therefore there is a need for support managers to think like business executives."* - Shallaja Satish, Customer Support Manager, Mercury Interactive

**Contact Shauna Fields ([sfields@thesspa.com](mailto:sfields@thesspa.com)) or 858-673-3055 to reserve your seat.**

### **5 Web Self-Service Pitfalls: What Every Contact Center & Helpdesk Manager Must Know**

This white paper reveals 5 common myths and pitfalls in self-service strategy and implementation. Believe these myths at your peril; they are proven recipes for failure! Based on experience drawn from hundreds of world-class implementations, the paper provides a best-practice approach to web self-service that can dramatically increase adoption and maximize ROI.

[Download now!](#)

**If you love your customers, set them free.** Give customers the freedom to choose the service they want, how and when they want it—with KANA's multi-channel solutions. [KANA solutions for e-mail and chat](#) are the industry's leading choice for high-volume email response management and real-time service. [KANA's call center solutions](#) put information at the fingertips of every agent while they're on the phone, so issues are resolved faster. [KANA's Web Self-Service](#) is the industry's most complete self-service solution. And [KANA's intelligent knowledge base](#) lets you deliver consistent service to every customer, every time. It's a multi-channel world, and KANA is the one solution you need.

### **Want to get control over multi-channel requests and improve customer interactions?**

Empower your customer support center with UniPress Software's easy-to-use, FootPrints for eService - 100% web-based service desk automation that's affordable, comprehensive, & customizable without programming. Quickly implement centralized, multichannel request tracking, deliver self-service online, track SLAs, manage two-way email, manage knowledge, automate customer surveys, and integrate your service desk with your sales automation & telephony solutions. [Attend our webinar on 5/24 at 2pm ET - Make Every Customer Interaction a Great One!](#)

Comments? Suggestions? We would like to hear from you. Please email the editor at [sspanews@thesspa.com](mailto:sspanews@thesspa.com).

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