



## Government Contact Services Community of Practice

-- *Synergy for Customer Contact Service Excellence in Today's Government* --

August, 2010

Please share this free monthly with others who serve Government's customers, and [visit us](#)  
Your news and comments are always welcome at [Daryl.L.Covey@noaa.gov](mailto:Daryl.L.Covey@noaa.gov)  
Items must be received by the 25th of the month to be considered for the next issue.

### **\*\*NEWS\*\***

*Free Tele-seminar:*  
Marketing Your Contact Center  
Tuesday, August 3<sup>rd</sup>

We have a *great* panel lined up on marketing the value of your customer contact services to management, customers, and other stakeholders.

**Pete McGarahan**

Industry expert with special insight on the “value proposition” of the contact center

**Keli Tarp**

Public relations specialist for NOAA's National Weather Center in Norman, Oklahoma

**Brenda Yates**

Marketing and operations manager for the award-winning USGS service desk

Information to dial in is [here](#) . Plan now to join us and *bring your questions!*

### *Government Rate Rooms @ Signature*

Limited rooms within the Federal lodging rate are available for the Signature Service and Support Conference in Las Vegas October 25-27.

Conference information and the hotel link are [here](#) (mention room block TAN005).

The program includes some great case studies from government organizations, and

I'll set up a networking dinner for government attendees Tuesday evening – details next month!

### **\*\*REPLY & LEARN\*\***

#### *Survey: Home-Based Agents*

If your government contact center is currently using or considering the use of home-based agents, please complete this brief [survey](#) so that we can all learn more about how they are used and perceived in government.

Overall results will be shared when there's enough participation.

Thanks!

### **\*\*INFORMATION\*\***

[Web Tracking](#)

[Collecting via Social Network](#)

[Recovery Tweets](#)

[Top Digital Counties](#)

[Virtual City](#)

[Mobile Applications](#)

[Virtual Agents](#)

[Web Improvement Ideas](#)

**\*\*RESOURCES\*\***

[Future of Speech Technology](#)

[Social Media and Leadership](#)

[WeGov](#)

[Forecasting Crime](#)

[Social Media @ Work](#)

[GovTwit](#)

**\*\*OPPORTUNITIES\*\***

Job Opening:  
*Information Technology Consultant*  
New Jersey  
Email [darer@njit.edu](mailto:darer@njit.edu)

Free Tele-seminar:  
*Citizen Satisfaction Trends for eGov and Web*  
Wednesday, August 4

Free Webinars

*First Contact Resolution*  
August 5

*ITIL Version 3*  
August 18

**\*\*EVENTS\*\***

Government Management Information Systems  
Atlanta, August 1-4

E911 Reception  
Houston, August 2  
Email [carla@e911institute.org](mailto:carla@e911institute.org)

Customer Relationship Management  
New York, August 2-4

Internal Communications  
Chicago, August 2-5

Search Engine Strategies  
San Francisco, August 16-20

Brand Socialization  
Chicago, August 17-18  
**Free!**

Service Innovation  
Boston, August 20

Social Media for Government  
Chicago, September 20-23

Cloud-Enabled Government  
Washington, September 23  
**Free!**

Web 2.0

New York, September 27-30

Social Media for Government

Ottawa, September 27-30

Knowledge Exchange

Santa Clara, September 28-30

**\*\*GOOD READING\*\***

Marketing in the Public Sector

Kotler & Lee

**\*\*PARTING THOUGHT\*\***

*“Technology changes quickly. Government changes slowly.”*

– Tod Newcombe