

The Eastridge Group Launches Call Center Professionals Network

by Kim Peterson, Eplica - Marketing Communications

When Area Sales Manager **Julie O'Keefe** saw the need for a call center professionals networking group in San Diego, she jumped at the opportunity to provide this resource. On Tuesday, July 18, forty-eight people gathered at RedEnvelope's call center facility for the first Call Center Professionals Network (CCPN) event.



Dan Coen speaking to attendees at the first Call Center Professionals Network event.

The guest speaker for the first CCPN event was Dan Coen, president of Call Center Today. He led an interactive discussion on "How to Build Winning Employee Engagement Programs in the Call Center". The group met in the newly renovated call center facility at RedEnvelope, a premier multi-channel gift retailer that offers a unique selection of gifts through its website and seasonal catalogs. After a tour of the facility, people networked over refreshments. The Eastridge Group raffled off two prizes, a gift box from Red Envelope, and four tickets to a Padres game.

The group will meet quarterly for approximately two hours on a variety of hot topics relevant to call centers. Every event will include:

- Discussion led by call center industry expert
- Tour of a state-of-the-art call center facility
- Interactive roundtable discussion with open Q&A
- Networking opportunities with local call center colleagues

To connect with call center contacts, Julie partnered with Marketing Communications to send out weekly e-mails. First she sent out an e-mail announcing CCPN, its purpose, the format, and the guest speaker. Meanwhile, Julie and the sales team of **Lonnie Goldberg**, **Linda Bloms** and **Carole Wisdom** forwarded the e-mail to different call center facilities asking them if they would like to host the event. E-mails leading up to the event announced any new information, and reminded people to sign up. After the event, Julie followed-up by thanking both the host and the attendees for making the first event a success. She also took the opportunity to invite the professionals to join a CCPN planning committee that will ensure the events cover the latest topics, trends, and concerns in the call center industry.

If you would like more information on developing IT-approved e-mail campaigns to your clients and/or candidates, please contact [Marketing Communications](#). A new data sheet introducing The Eastridge Group's call center staffing services was also introduced; [click here](#) for a copy. Please contact Marketing Communications if you are interested in partnering to develop marketing materials for your division or branch.

The location and speaker for the next event hasn't been determined; however, Julie is hoping for a strong planning committee to help CCPN really take hold. So far the feedback has been positive, and both The Eastridge Group and the call center professionals are looking forward to future events.