

Hear Ulysses Learning Speak at the Upcoming ICMI Call Center & Demo Conference

Session is titled "Leveraging Social Media in Contact Centers"

October 4, 2011. New York, NY — Ulysses Learning, a global learning and performance improvement company, continues its role as an industry thought leader by speaking about the impact that social media is having on contact centers on Thursday, October 13, 2011 from 2:15 to 3:30 pm at the ICMI Call Center & Demo Conference in Dallas.

Dina Vance, Senior Vice President of Sales & Marketing/Managing Director of North American Operations, will share insights on how to leverage social media to engage employees.

The session will focus on:

- How to create a social media strategy
- Best practices to maximize the use of this new channel for training, information and customer support
- How social media can impact customer loyalty
- How to support agents in monitoring and responding to social media
- And much more

"As a company focused on training, coaching and best practices in the contact center, we're very interested in the role that social media plays in the field. Through channels such as Facebook, Twitter, blogs and other knowledge-based forums, social media is now playing an important role in both agent education and customer experience," said Vance. "We're delighted to be able to share our expertise on this topic at the ICMI Call Center & Demo Conference."

For more information about the ICMI Call Center Demo & Conference, visit <http://www.icmi.com/CCDemo>

About Ulysses Learning: Ulysses Learning is the leader and pioneer in the use of simulation-based e-Learning to improve service, sales and coaching performance and is the most recognized training provider in the contact center industry. The company is known for building **Judgment@Work™** skills – decision making and advanced interaction skills – in contact centers and at all points of customer interaction throughout the organization in industries as varied as insurance, telecom and hospitality.