



Newsletter & Meeting Information

Upcoming Meeting & Event Notes

Speaker: [Cinda Daly](#), CEO, Focus Events, Inc.
Topic: *Do You Know How Happy (or Not) Your Customers Are?*
Date: Thursday, September 17, 2009
Time: 11:30 AM – 1:30 PM
Location: Compass Group | 2300 Yorkmont Road | Charlotte, NC, 28217 ([Get Directions](#))
RSVP: RSVP for this event by [clicking here](#).

Come one, Come ALL!!!!... HDI Charlotte encourages all helpdesk, technical support, vendor and customer service professionals, as well as any of your guest(s) to join us over lunch at our next HDI Charlotte meeting!

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Topic: Do You Know How Happy (or Not) Your Customers Are?

Understanding the quality of service as viewed by the customer is key to long-term customer loyalty and organizational success. Cinda will discuss the key ingredients for a successful customer satisfaction measurement program including survey techniques, what questions to ask, survey timing, sample size and application of the feedback. She will outline the various survey methods and highlight the criteria to consider for which method to use and when. Finally, you will learn the various forms of question construction, the advantages of each question format, and, how to craft questions that lead to valid results.

Speaker Bio:

Cinda Daly brings more than 25 years of sales, marketing, customer support, and training expertise to corporate teams. Current and most recent projects include a variety of initiatives as the strategic marketing consultant to HDI-MEA Middle East and Africa, headquartered in Dubai, UAE and as program chair, HDI 2009, the world conference on technical service and support, produced by HDI/ThinkServices, a United Business Media company.

During her career with Focus Events, she has managed a variety of international events in the training, technical support, and customer service industries. She is the creator of "The Daly Interview," a popular series featuring interviews on the hottest topics and issues of concern with top keynote and conference speakers for the events, including Marcus Buckingham, Jeffrey Taylor, Christine Comaford-Lynch, Guy Kawasaki, Stan Slap, Carl Hammerschlag, Malcolm Fry, Jim Harris, Jaclyn Kostner, George Walther, and Phil Verghis.

Prior to forming her own company in 1990, Cinda held senior management positions responsible for sales, sales support, marketing communications, documentation, and professional development. She holds B.A. and masters degrees with high honors from the University of South Florida, and Georgia State University.

Upcoming Events Calendar

August 15, 2009—6:00pm
HDI Charlotte's Summer Social—Knights Baseball
 RSVP Deadline: **Aug. 9th**

September 17, 2009
Chapter Meeting
 11:30 AM - 1:30 PM

HDI Charlotte Sponsored Training Classes:
 September 21 - 22
 HDI Support Center Analyst

September 23 - 25
 HDI Support Center Manager

August 1 - September 30:
Nominations for AOY

CHANCE TO WIN HDI MEMBERSHIP***CHANCE TO WIN IPOD*****

Not currently a member of HDI? Here is an opportunity for you to win a free HDI membership just by attending HDI Charlotte meetings and entering your name in the free membership raffle. Must be present to win, cannot already be a member.

Meeting, Networking and Learning has never been so fun!! Don't miss this great opportunity!! Come join us and bring your guests to our next HDI meetings. The HDI Member who brings the most new faces will win an iPod!!! In case of a tie a draw-off will determine the winner! See you there!!!!



Chapter Sponsors

About the HDI Analyst of the Year Award:

Each year HDI Global works jointly with the HDI local chapters to identify and award the industry's top first-level support analyst. Support analysts that are nominated at the local chapter will have an opportunity to compete with their peers locally, regionally and globally for this prestigious award.

To nominate an individual for the 2009-2010 HDI AOL Award ([click Here](#))



This award is sponsored globally by Robert Half Technology

Minimum Nominee Requirements:

Chapters may open the nomination process to everyone, but to qualify for nomination these basic minimum requirements must be met:

- At least one person from the company/site must be a member of HDI
- The nominee needs to have been in a Tier 1 position for at least 9 months of the previous 12 months
- While a Tier 1 analyst, the nominee must have at least 75% of their daily tasks related to direct customer Tier 1 support
- The nominee cannot be a member of the Awards Committee
- A maximum of two nominees per company/site. (If multiple nominations are received, the company/site management will approve only two nominees)
- Demonstration of a commitment to excellence will be demonstrated by the Nomination Criteria as listed on the Nomination Form
- Any previous year Global winner in this competition is not eligible for subsequent nomination



Previous Meeting Recap



[Terry Dunigan](#), Director of Call Center Sales for [T-Metrics](#) gave the HDI Charlotte attendees a great deal of valuable information at our last meeting. Topic: **Utilizing Call Center Metrics to Determine Caller Satisfaction**

While **Homer, the Knight's mascot** encouraged everyone to join us on **August 15, 2009** for our **HDI Charlotte's Summer Social - Knights Baseball at 6:00pm**. Click ([here](#)) to RSVP by **August 9th deadline**.



Dear Helpy



Send questions for Dear Helpy to:
Cheryl.Siddiq@compass-usa.com

Have you visited the EDUCATIONAL RESOURCE page?

This page archives the educational material we come across at chapter meetings, conferences and beyond.

New white paper: **Economy's impact on motivating and retaining employees**

<http://hdicharlotte.org/resources.php>



Get MCITP Ready!!!!.... HDI Charlotte to hold Training Classes in September.... The **Microsoft MCITP: Enterprise Desktop Support Technician 7 Credential** will require one of two

HDI certifications: [HDI Support Center Analyst \(HDI-SCA\)](#) or [HDI Desktop Support Technician \(HDI-DST\)](#).