



## 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!**

### 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.

### \*\*\*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 Officers

**President**  
Jeff Brooks  
jeff.brooks@peak10.com

**VP - Programs**  
Carlos Witherspoon  
carlos.witherspoon@compass-usa.com

**VP - Membership**  
Chris Bennington  
christopher.bennington@rht.com

**VP - Finance**  
David Lando  
david.lando@hrgworldwide.com

**VP - Communications**  
Cheryl Siddiq  
cheryl.siddiq@compass-usa.com

**Librarian**  
Joseph Canaday  
joseph.canaday@compass-usa.com

**Webmaster**  
Jason Saunders  
jason.saunders@hewitt.com

### Upcoming Events Calendar

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**

November 9-11  
**HDI Service Management 2009 Conference & Expos in Washington, DC**



The **HDI Manger of the Year Award** will acknowledge and honor a great leader, a Service and Support Manger who has been in his/her current management role for the past 12 months, supporting any—or all—IT services within his/her organization. The nomination process is an online procedure, [click here](#) to begin.

[Award Criteria and Guidelines](#)



(832 KB)

This award is sponsored globally by



[www.hdicharlotte.org](http://www.hdicharlotte.org)



## 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



## Dear Helpy



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

### Tell me about Helpdesk Manager's Crash Course.

#### Helpdesk Manager's Crash Course

by Phil Gerbyshak & Jeffrey M. Brooks

When it comes to the taller tasks facing a new manager, there's the kind of wisdom you need: How do I interview and hire quality people? How can I delegate effectively? What makes a great team, and great team-work, in the fast-paced environment of help-desks and the support field? These all-important chapters make the book an ideal choice to include in any hiring package for new managers. Sections on measuring and managing performance, along with easy to implement metrics, will serve the newbie and the sage equally well. You'll find a clear and thoughtful discussion of a vital but often overlooked skill: designing appraisals that encourage improvement rather than suspicion or resistance. Crafted in an approachable style and format, Help Desk Manager's Crash Course doesn't tell, it shows.

To learn more and buy the book, go to [the Helpdesk Manager's Crash Course website!](#)

## Are YOU Registered For The HDI SERVICE MANAGEMENT 2009 CONFERENCE & EXPO, November 9-11, 2009: WASHINGTON, D.C.?

### Critical Education for Service Management Professionals

At the 2009 Service Management Conference & Expo, you'll learn from industry experts how to streamline your support center operations to maximize performance with minimal resources. Choose from an instructive mix of content-rich sessions across five tracks of learning, all filled with practical and useful information that can be quickly implemented for immediate improvement to your support center. You'll return home with templates and tools that will help you to enhance your service management operations. This event is a must attend for ANYONE involved in service management!

#### Early Registration

[Register by 8/28/09](#) to get a FREE post-con workshop or D.C. City Tour Ticket, PLUS \$200 Early Bird, \$100 HDI Member, and \$100 Conference Alumni Savings!



#### Conference Sessions

Choose [workshops](#) from across five tracks – sure to generate ideas that can be quickly implemented for immediate cost savings to your support center.



#### Exhibition

Need to justify your attendance? [Download](#) a letter to present to your boss



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 \(HDI-DST\)](#).

The 2nd Annual **HDI SE Region Officer's Summit** is being held in Charlotte, NC this year! October 2 - 3, 2009 at the Hilton Garden Inn Charlotte/Arylesley.