



Newsletter & Meeting Information

Meetings & Events:

Topic: Using a Quality Assurance Program to Improve Customer Satisfaction
Date: Thursday, September 16, 2010
Time: 11:30 AM – 1:30 PM
Location: Compass Group | 2300 Yorkmont Road | Charlotte, NC, 28217 ([Get Directions](#))
RSVP: To RSVP for this event please [click here](#).

Our next HDI Charlotte meeting will be Thursday, September 16th over lunch from 11:30 AM – 1:30 PM at Compass Group featuring [Sherrie Durasoff](#), Director of IT Customer Support at TIAA-CREF. We encourage all helpdesk, technical support, vendor and customer service professionals to attend.

Topic: Using a Quality Assurance Program to Improve Customer Satisfaction

Customer satisfaction is a key element of any successful helpdesk or service desk. How do you know if your customers are satisfied? How can you implement quality controls to ensure that guidelines are followed and deliverables are met? This presentation will focus on the implementation of a quality assurance program at TIAA-CREF, beginning with where they started and concluding with where they are now. The presentation will also offer guidelines on ways to implement a quality assurance program at your organization.

What is a quality assurance program? This question will be answered during this dynamic presentation. How do we know if we are doing it right? Sherrie Durasoff will provide an overview of the Quality Assurance scorecard, quadrants, and competencies. The presentation will cover customer care & communication, functional knowledge & resolution, and process & procedure. Attendees will receive a sample scorecard that could be used as a template for their organization. Attendees will also listen to a recorded TIAA-CREF service desk call and discuss how to rate it. Correlating the customer satisfaction rating to the QA scores will be a key component during the discussion on how to implement a successful program.

Speaker Bio:

Sherrie Durasoff has more than 10 years IT experience including Service Desk, Desktop Support, and Project Management. She has extensive experience with Knowledge Management and moving solutions from Tier 2 to Tier 1 and self-service through a web portal. During her career she has managed helpdesks that have achieved a "World Class" helpdesk rating by McKinsey Group. Under her leadership she has also managed a helpdesk that ranked 2nd runner up in Helpdesk Institute's annual Team Excellence Award in 2001. Sherrie is a long-term HDI member and conference attendee and spoke at the 2002 HDI national conference on "How To Build A Successful E-Support Portal."

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 have never been so fun!! Don't miss this great opportunity!! Come join us and bring your guests to our next HDI meeting. 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!!!!

Did you know  **is LinkedIn? Just click the logo to get linked in with us!**

- The presentation and photos from the July meeting with Dave Disney have been posted to the website.
- New job information has been posted to the LinkedIn group. This site will be used to post job information provided by HDI members and partners.

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Upcoming Events Calendar

Chapter Meeting:
Thursday, September 16, 2010

Social Media Essentials ITSM
Sunday, September 26, 2010
Who Should Attend:

- IT Staff
- Marketing Staff
- PR Professionals
- Support Professionals
- Marketing Professionals
- Press & Bloggers
- Small Business Owners
- Students

Nominations for AOY
AOY Awards Luncheon

Training: Social Media Essentials ITSM



PERKS & BENEFITS:

Free WIFI throughout the venue - 200 page manual to take home - CD / USB Key with all Handouts, Movies and Labs - Live working Social Sites from Labs to use when you return to work - Give-A-Way: Copy of Microsoft Office 2010 - Prizes from the IT Skeptic One month of email support for your social efforts

ABOUT: These days, social media tools are as common as cell phones, reality TV and celebrity award shows. By embracing social media tools and skills to market your business, you are amplifying the voice of your current customers and potential communities. This voice is strong and has the ability to change the perception of your company more than any multi-million dollar marketing campaign. The best part is, most of these tools are readily available with infinite possibilities.

The pervasive hyperbole of social media is affecting businesses like yours every day. Waiting to implement a social media presence for your business is no longer optional. This hands-on one-day workshop is designed to introduce rudimentary social media tools and skills, such as, Facebook, identity awareness, Twitter and dialogue engagement. Discover the fundamentals of creating a social media presence and see firsthand how organizations are using it to brand their business, communicate with their customers and expand their community. You will leave this workshop with a social media plan and practical ideas that you can implement immediately.

WHEN: Sunday, September 26, 2010 from 9:30 AM - 3:30 PM (ET)
WHERE: Hilton Garden Inn, 1920 Ayrslay Town Blvd. Charlotte, NC 28279
SPEAKER: Christopher M. Dancy Founder, Community Manager

Chris Dancy is founder of ServiceSphere™, an organization dedicated to helping IT organizations successfully adopt ITSM tools and ITMM practices. Chris has over 20 years of experience in IT. With experiences ranging from service desk manager, presales engineer, best practices consultant, as well as sales and marketing executive, Chris has a unique view of the IT space from his social media control center. Known as @servicesphere on Twitter, he is a visionary and pioneer (**NOT a THOUGHT LEADER**) in the use of social media for IT service management. ServiceSphere **the first ITSM organization** to market with offerings **combining Social Media and ITSM!** ServiceSphere is recognized as the most influential ITIL and ITSM Twitter organization globally.

TOPICS:

Social Media Review

Review the shift in information delivery and how our customers are getting information today and tomorrow. How organizations are dealing with walled gardens or open communications.

Social Media Policy Creation

Policy workshop helps students learn to create a policy to ensure that employees are using social outlets correctly as it relates to the Service Desk and the organization.

Twitter Review and Workshop

Twitter basics and usage of Twitter and the Service Desk for ITIL processes.

Facebook Review and Workshop

Facebook basics and usage. Creating a community for your customers to interact with IT Services.

LinkedIn Review and Workshop

LinkedIn basics and usage. Creating and branding your employees to leverage your knowledgebase, utilizing this resource for research and building professionalism.

Video Review and Workshop

YouTube / Vimeo basics and usage. Explore the powerful medium of speaking with your organization and customers!

New Media Tool Review

Social Support, Professional Resources, Crowd Sourcing, Geo-Location, Marketing Tools.

FEES: [click here to register](#)

Registration fee before September 12, 2010 is \$225.00. The fee increases to 250.00 on September 13, 2010. Group discounts are available when registering 3 or more people from the same company. A group discount of 35% will be applied to the overall ticket price. **Questions: events@servicesphere.com or call 303-459-4083**
This is VERY special pricing for HDI at THIS location ONLY. Price normally 400.00 & 350.00
****STUDENTS SHOULD BRING A LAPTOP TO PARTICIPATE IN HANDS ON LABS****

Chapter Sponsors

