

Happy December! I want to take this end-of-the-year opportunity to thank all PACE members for their support in 2018 and offer the best wishes from our Board of Directors and management staff for a very Happy Holiday Season and New Year.

If you have not yet joined PACE, this letter will highlight the benefits of a membership. If you have let your membership lapse, it will serve as a reminder as to why we exist. If you are an active member, we thank you and hope you will share the positive impact PACE continues to have on your business!

#### WHY BELONG TO PACE

##### THE CONTACT CENTER TRADE ASSOCIATION

There are varying benefits for belonging to an industry trade association. To be viable, a trade association must provide value to many within an organization. The trade association must provide leadership within the industry, thought knowledge, programs that help members operate their businesses and peer-to-peer communications between members.

PACE is not a trade show organization. PACE is a trade association that works **for** members, 365 days a year. PACE is a non-profit association that only exists to provide value, leadership, education and networking for our members.

As an industry association, PACE offers numerous benefits and will keep business owners and executives on top of important, ever-changing issues, trends and legislation within their marketplace. PACE provides leadership, education and advocacy on issues that affect contact centers. PACE has access to regulators and elected officials, who are responsible for making laws and regulations, that affect contact center businesses. The issues that we take the lead on, encompass legal communication between companies and their customers, data privacy and other operational issues that affect contact centers. One purpose, of a trade association, is to be on the front-lines of a variety of issues, so that individual companies do not have to take away from their own resources.

Business development personnel use PACE to seek out new revenue opportunities at national and regional events. They utilize our membership directory and new Resource and Supplier Directory for leads as well as our Chapter and Regional events as opportunities to network and volunteer. One motto that you will hear time and time again is that “PACE members do business with PACE members”. This adage still holds true. PACE is a community of peers that foster a camaraderie that leads to the sharing of ideas and business opportunities.

PACE is the only contact center trade association that has compliance programs for both companies and individuals. PACE provides timely compliance information to our members that protect their businesses. Data privacy will be a new component of PACE’s compliance umbrella. If PACE has not been on your radar screen as a trade association because of the impression that we are ONLY an outbound organization...you need to reassess. Data privacy is starting to affect every contact center that communicates with US consumers. Agents will have to comply with consumer requests and know each state’s rules and regulations. PACE is here to provide that information.

As a former owner of a contact center company and director of a captive call center, I know the importance of obtaining information on managing and operating a team of agents and managers. Being

able to speak with peers, to discuss new ideas and to find out about new technologies is another PACE membership benefit. PACE is very proud of our relationship with BenchmarkPortal and the courses and certifications contact center personnel have access to with a PACE membership. Training beyond the agent level is not an everyday occurrence in today's contact centers. The courses that PACE offers for personnel in WFM, supervision and QA allow individuals to improve themselves in their positions...on their own time. Those who take advantage of these courses, achieve personal gratification and upward mobility in their profession, which leads to an increase in loyalty to their employers. Companies benefit from this loyalty and increase in education.

Monthly webinars on contact center topics, that help with productivity, are available to up to 1,000 of a company's employees. No other contact center trade association delivers timely, relevant content, to the volume, in which PACE provides.

To sum up the PACE proposition, the ROI of belonging to us cannot be measured in how many new clients you can obtain. The value is spread across your enterprise with the return on investment measured in increased productivity of personnel, information that executives receive to protect the business in many areas and knowing that an organization is representing your interests everyday in a very challenging regulatory and consumer-friendly environment.

PACE strongly believes in promoting excellent customer engagement though our members' contact centers. PACE is there to help our members provide that engagement in a compliant, effective and consumer-driven way. PACE is a community of contact center professionals eager to share ideas and methods as well as learn from each other.

We continue to expand our services to provide benefits to our members! Today, PACE offers more than ever before. If you are interested in learning how we can help your business, contact me today.

Have a very Happy Holiday Season! We look forward to engaging with you in 2019!

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