



6th October 2008

**AIM TECHNOLOGY PODCAST REVEALS SECRETS OF CALL CENTER SUCCESS  
FOR NATIONAL CUSTOMER SERVICE WEEK**

AIM Technology, leading provider of analytical performance management software solutions for contact centers and service organizations, is hosting an exclusive podcast interview with Paul Cooper, director of the Institute of Customer Service, to kick start UK National Customer Service Week, 6 – 12 October.

In the podcast Paul discusses how contact centers can increase revenues by focusing on customer service, maintaining staff and management commitment to metrics, delivering quality as well as speed of call resolution, celebrating staff achievements, and embracing technology.

The audio podcast is available on the AIM Technology website as part of the *Call Center Confidential* series at <http://www.aimtechnology.com/resources/call-center-confidential-preview.jsp>

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**About AIM Technology**

AIM Technology provides performance management software solutions for contact centers. Embracing a continuous cycle of motivating, measuring and managing employees, AIM solutions enable users to improve customer service, lower staff attrition, increase employee job satisfaction and contribute to their organization's sustained growth. AIM Technology is headquartered in San Francisco and London with offices in Denver. For more information please visit [www.aimtechnology.com](http://www.aimtechnology.com).

*Call Center Confidential*, produced by Greene Creative Services, is free to anyone. Visitors to the AIM Technology website can sign up for an RSS feed to be notified when new episodes become available.

### **About the Institute of Customer Service**

The Institute of Customer Service (ICS) is the independent professional body for customer service. The Institute's mission is to lead customer service performance and professionalism and it aims to be the authoritative voice of customer service – the touchstone for those whose focus is on the delivery of world-class experiences.

Members are both organizations – from across the private, public and third sectors – and individuals. The ICS helps its members to learn from each other and offers wide-ranging support so they can continue to improve their customer service.

[www.instituteofcustomerservice.com](http://www.instituteofcustomerservice.com)

### **About National Customer Service Week**

National Customer Service Week (NCSW) began in 2001 and is designed to raise awareness of customer service and the vital role it plays within an organization. It is also an opportunity to say a big thank you to those who work in customer service for a job well done.

Organizations take part in NCSW by hosting events in their workplace. These events can be large or small, serious or fun, and they can be held all through the week or just on one day.

[www.nationalcustomerserviceweek.com](http://www.nationalcustomerserviceweek.com)