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ICMI Unveils ACCE 2010 Video Contest Winners – Theme Focused on Call Center Best Practices

First Place Winner: Hot Topic, Inc.; Second Place Winner: Orrick; Third Place Winner: Northwestern Bank

COLORADO SPRINGS, Colorado, June 3, 2010 -- The **ICMI ACCE Conference & Expo**, the annual global gathering for the contact center community, announced the winners of their second annual **ACCE Video Contest**. The theme of the 2010 contest was “Share the Best Practices That You’re Most Proud of Within Your Contact Center.”

A five-member panel of customer service industry experts gave top honors to **videos** submitted by Hot Topic, Inc., Orrick and Northwestern Bank. Videos were judged on how well they supported the theme, along with creativity and originality. Submissions were required to be three minutes or under in length and were accepted in any genre, including comedy, documentary and animation.

First place winner Hot Topic, Inc. includes three brands; Hot Topic, Torrid and ShockHound. Hot Topic is a specialty retailer of music-inspired apparel and accessories. Torrid is a fashion-forward specialty retailer for plus sized women. ShockHound is an online music, merchandise, content and community retailer.

In their winning video, Hot Topic, Inc. focuses on the daily get-togethers, called “huddles,” in which representatives from each of their brands shares learning and feedback. “Our daily huddles have made a tremendous impact on our team communication, employee and customer satisfaction,” said Joy Hussey, Customer Service Manager. “We have definitely found huddles to be a best practice that rocks!”

“Again this year, we were thrilled with the creativity and originality of the nominations,” said Joy Sobhani, Conference Director for ICMI Events. “We thank all of our nominees for their thoughtful submissions. And we congratulate Hot Topic, Inc., Orrick and Northwestern Bank on their wins.”

Contest judges were Gerry Barber, Call Center Senior Leader, Deloitte Services; Larry Eiser, VP, Call Center Operations, Duke Energy; Glenn Gemmill, Director of Operations, Customer Development Center, Coca Cola; Dee Kohler, Vice President, Member Services, Blue Cross and Blue Shield of Nebraska; and Mary Murcott, Chief Executive Officer, Novo1 Contact Centers.

Winning videos will be shown preceding each day’s keynote address at ACCE 2010, taking place at the Sheraton New Orleans Hotel June 14-17. The winning videos can be found online at <http://www.icmi.com/acce2010/acce2010vcontest.aspx>.

ACCE provides valuable insight into how to improve a center’s performance by better managing people and resources, improving operations, properly selecting and implementing technology, and more. The event will address the needs of all contact center professionals, including:

- Senior Level VPs and Directors who are accountable for strategic planning and alignment
- New and Experienced Managers responsible for operational and tactical plans
- Team Leaders and Supervisors in charge of day-to-day operations, coaching and monitoring
- Analysts who require a fundamental understanding of industry principles
- CIOs who desire financial improvements from enhanced call center operations
- CTOs who require integration of call center strategy with other internal departments
- Customer Support Professionals who need to acquire new skills for their everyday jobs

ACCE 2010 is presented by **ICMI**, one of the contact center industry's most respected organizations. To register to attend this event, or to find out more about the conference, media registration, and exhibition opportunities, please visit <http://www.icmi.com/ACCE2010>.

About ICMI

The International Customer Management Institute (ICMI), celebrating its 25th anniversary in 2010, is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve contact center operations, empower contact center employees, and enhance customer loyalty. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including: Training and Certification, Consulting, Events, and Informational Resources. Founded in 1985, ICMI continues to serve as one of the most established and respected organizations in the call center industry. ICMI is a part of UBM Live which provides leading integrated media solutions and professional services across 20 different markets. Operating across the globe, its events, training, publications, awards programs and websites offer professionals in Interiors, Security, Venues, Customer Management, Safety & Health and Facilities the ultimate experience in learning, networking, and business development.

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