I am very pleased with the growth and success that the Telemarketing Center has experienced in 2002 - 2003. A few of the highlights include:

**Barat call center**
Opened a five-seat call center at the Barat campus in Lake Forest. The Center’s mission is to assist the Barat Admissions Office with recruitment.

**Staff promotions**
Mark Perillo was promoted to full-time Data Analyst. Mark is responsible for handling data for projects and coordinating PeopleSoft updating.

Emily Houf was promoted to Graduate Assistant. Emily rose through the ranks and held the positions of caller, floor supervisor and monitor. She is responsible for the newsletter, working with the floor supervisors and assisting the director with projects.

**Department name change**
The Telemarketing Center was recently renamed the DePaul TeleServices Center. The new name communicates our diverse service options. A logo and brochure are also in development.

**Bonus Incentive Program (BIP)**
Kicked off the bonus incentive program. Callers have opportunity to win prizes each week and qualify to be caller of the quarter.

**Call Monitoring Process (CMP)**
Developed monitoring process to assist callers in improving script delivery and telephone presence. Established minimum standards, coaching procedures and re-train process.

**Focus Group Service**
Added additional service offering of focus group recruitment and confirmation. Developed a multi-step process that maximizes the client’s ability to reach recruitment targets and quickly identify substitutes if necessary.

**E-mail services**
Added additional service offering of e-mail management. Clients can now request e-mail follow-up in tandem with our teleservices.

**New initiatives for 2003 - 2004** include:
- A chargeback system that will generate revenue
- Development of new training modules available on-line
- Development of a website that callers and clients can access
- Renovation of our current space in O’Connell 150
- Relocation of the Barat Center from the 2nd floor of Old Main to a newly renovated space on the 1st floor of Old Main.

I would like to thank each of you for your contributions to our success. I also hope that you realize how valuable and important the work you perform is to our clients and the University. We help people make decisions by using our power to connect.

Have a safe summer!

—Darryl
So...what exactly is a floor manager, anyway?

Ever wonder what the floor managers actually do? Our job entails much more than crossword puzzles and answering callers’ questions (though this is a part of it!) Well first off, we rush in the center at 5:15pm, hang up our coats, set down our book bags, and begin turning on the computers for the nightly calling session (that’s the easy part). One of us sets up the work stations—name tags, necessary memos, info sheets, payroll stubs, etc.—while the other enters the project assignments into the computer database; this process is much more rigorous than it sounds (we would hate to accidentally assign a caller prospects in the Eastern time zone after 8:00pm because they might get a bit hostile with the caller for interrupting their sleep). In the meantime, we have to keep an open ear for any additional last minute information from Darryl regarding the project as well as announcements for callers. Some of the paperwork we fill out during the night includes an attendance sheet, a log of what each caller is calling, a nightly overview of the calling session documenting anything that seems important to note, and of course, a statistical report of each caller’s performance—this is what we do at break while all of the callers eat snacks and after everyone leaves at 9:00pm. It can get somewhat frustrating trying to listen in on the random conversations and missing out on crossword answers. During the session we check the comments that each caller makes at the end of every call; though sometimes painstakingly boring since our wonderful callers make few mistakes, this necessary task helps build even stronger callers. We collect “hot sheets” which are recorded in order to ensure every prospect receives calls for only those campuses and schools of their choice. We recycle any project pools that have been exhausted; this means we make callers call those prospects who did not care to answer the first time. We also have the benefit of cleaning up the calling area after the sessions to ensure that NOTHING happens to the “health” of the very expensive, very new computers. On top of that, we attend several meetings throughout the course of the year to discuss caller evaluations and participate in strategy sessions to improve the TeleServices Center. As you can see, being a floor manager involves a lot more than changing water jugs. But the best is the great fun and even greater people! we work with!

Daytime Calling Project

The normally peaceful daytime office has been a bit more lively than usual for the past couple of weeks. A special project taken on by the TSC resulted in the unusual phenomenon of daytime calling sessions in addition to the usual 5:30-9:00 nightly sessions.

A group of five temp callers invaded the center working in three shifts Monday - Friday. The project for University Relations involved contacting faculty and staff in order to conduct a survey regarding DePaul’s Newsline newsletter. It was hugely successful, with the number of completed surveys reaching almost twice that of the target goal.

Despite this accomplishment, daytime calling will not be conducted on a regular basis. It will, however, be offered to clients on an as-needed basis.

COME CELEBRATE!

We appreciate all of the hard work each of you did to make this spring quarter calling session a success. Let us reward you with fun, food, awards and prizes.

TSC End of Quarter Party
May 29th 5-7pm

Join us for a fun summer!

July 1st—August 31st

Monday-Thursday, 5:30-9:00pm

$9.00/hour

Must work a minimum of 3 nights
Introducing: Erin, Keena, and Mike

With five new callers joining our call center this quarter, there are several new faces around the TeleServices Center. Here are a few facts about three of them, Erin Macauley, Keena Strong, and Mike Flak so everyone can get to know them a little better. So say hello next time you run into these callers and be sure to check the next issue of the newsletter when we will introduce Josh Grode and Mauricio Portugal, the other two new members of the TeleServices team.

- All three of these callers are pet lovers. Erin’s cat shares the name Crookshanks with Harry Potter pal Hermione’s cat. The two dogs Tunney mop and Bandit are all of Keena’s pets right now, but she would really like to add a monkey to the family. Mike has a more unusual pet, a mouse named Fiona.

- Erin and Keena both foresee travel in their future: Keena hopes to be a Peace Corps worker in Africa while Erin wants to write about her journeys. Mike plans on becoming a high school teacher, but maybe he’ll someday travel around in his dream vehicle, a time machine.

- The three callers all prefer the mountains to the beach, but for different reasons. Keena believes God lives in the mountains, Mike likes altitude and Erin believes “the air smells fresher, the stars shine brighter and the activities are endless” in the mountains.

- The three each have very different, yet very wise favorite quotations:
  - Mike: “Don’t rub another man’s rhubarb”
  - Erin: “Follow your bliss”—Joseph Campbell
  - Keena: “Shoot for the moon. Even if you miss you’ll be among the stars.”

Spotlight on Mary Ceron

By the Floor Managers

For the very first edition of the newsletter we decided to pick a recent top caller—Mary Ceron. Mary, who was born November 11, 1982, is a Communications major and has almost completed her second year here at DePaul University. Mary’s decision to come to DePaul kept her in her hometown of Chicago, Illinois. During the spring quarter Mary has enjoyed all of her classes but her advertising class has proven to be her favorite. Her major, along with her favorite class, will help her attain her goal of working at an advertising or public relations firm. Along with working at the TSC, Mary keeps herself busy with extracurricular activities such as PRSSA, G.L.O.B.E., and the Spanish Club. Mary has been working at the TeleServices Center for almost two quarters and her favorite part of the job is the convenience of being on campus. When surveyed about her favorite standard comment she replied, “Fax Machine...we hardly get those anymore!” When asked to describe herself she says she is a friendly, creative, open-minded person who loves to travel and communicate with people from many different walks of life. Recently, Mary traveled to Madrid, Spain with DePaul’s Study Abroad Program and she would definitely recommend interacting with people from different cultures and learning all that you can from them. Here are a few other interesting facts about Mary:

- Her favorite movie is Amadeus
- She prefers New Year’s Eve to Halloween
- The mountains are where you can find her because of their beauty
- She enjoys Potbelly’s “because it’s all about the hot sandwiches”
- Eventually we will all see Mary cruising around in her dream car—a Jaguar!

Elisa’s Call Center Horoscopes

*Tinterpret at your own risk*

**Taurus** (April 20-May 19): Beware of the opposite sex.

**Gemini** (May 20-June 20): This is a good time to give up one bad habit for another—like doing no homework instead of doing minimal homework.

**Cancer** (June 21-July 21): Opportunity to make money this week: bet someone Dave Bodinet will not eat three peanut butter and jelly pockets at break—and hope he eats four.

**Leo** (July 22-August 22): Be careful and consider carrying a weapon; your nails are not sharp enough to battle the evils you will face in the coming days.

**Virgo** (August 23-September 21): Steer clear of the attractive person in your night class: Really old, but divorced.

**Libra** (September 22-October 22): A plumbing problem may distress you soon, but don’t worry too much—there is no rule that says you must shower.

**Scorpio** (October 23-November 21): You’ll turn into a turbo-jerk: if you don’t escape stress this week and nobody wants to talk to you as it is, so don’t push it.

**Sagittarius** (November 22-December 20): It’s TSC hazing time: If you’re new on the job, Ashley has something extra special planned for you. If you’re a veteran, you better watch your back, too. Just in case.

**Capricorn** (December 21-January 19): You may not be able to step in the same river twice but pools of your roommates vomit are a different story. Bad week to buy new shoes.

**Aquarius** (January 20-February 17): Finals are coming sooner than you think. Get ahead of the game and start thinking of effective ways to schmooze your professors now.

**Pisces** (February 18-March 20): A certain floor manager may be susceptible to flattery this week. Charm her with your extensive knowledge of tie-dye and America’s favorite jam band.

**Aries** (March 21-April 19): Something that looked like a bridge in the past turns out to be nothing but a poor artistic representation of something less cool.
In the next issue of TSC News:

Meet the other new callers
Another column by your beloved floor managers
Information on summer calling projects
More horoscopes and comics by Steve and Elisa
Plus much more

Would you like to contribute to TSC News?
We welcome all suggestions and admissions.
Contact: ehouf@depaul.edu

Caller Statistics

<table>
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<th>Accuracy Rates</th>
<th>Monitor Report</th>
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<td>May 5- May 8</td>
<td>April 29—May 8</td>
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Elisa Ludek         100%  Katie Marciniak  99.13%
Keena Strong       100%  Mary Ceron       98.77%
Katie Marciniak    100%  Gracie Gonzalez  98.77%
Mary Ceron         100%  Sherill Jackson  98.17%
Kristina Oderinde  100%  Kristina Oderinde 98.15%
Steven Simon       99.64%  Erin Macauley  97.80%
Gracie Gonzalez    99.42%  Elisa Ludek     96.93%
Dave Bodinet       98.74%  Mauricio Portugal 95.93%
Sherill Jackson    98.55%  Dave Bodinet   94.87%
Josh Grode         98.08%  Keena Strong   94.40%
Mauricio Portugal  97.93%  Steven Simon   94.17%
Erin Macauley      96.46%  Mike Flak      93.75%
Mike Flak          92.95%  Josh Grode     90.13%

TOP CALLERS

April 28:
Elisa Ludek and Dave Bodinet

May 5:
Mary Ceron and
Keena Strong

May 12:
Elisa Ludek and
Kristina Oderinde