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## **SWPP Wins 2004 ContactCenterWorld.Com Members' Choice Awards for Best Industry Association and Best Industry Conference**

NASHVILLE, TENNESSEE – March 11, 2004 – The Society of Workforce Planning Professionals (SWPP) has won the contact center industry's top award for both Best Industry Association and Best Industry Conference in the 2004 ContactCenterWorld.com Members' Choice Awards.

SWPP won the awards for Best Industry Association in the Americas & Global and the Best Industry Conference in US/ Americas/ Global. These awards are unique as users vote for the winners and there are no judging panels. The award program is another first for the contact center industry's number one web resource, ContactCenterWorld.com, a truly global resource that constantly sets the industry standards and attracts over 7,500 unique visitors a day to its site.

“SWPP was conceived with the following mission: to facilitate the education, sharing of ideas, and distribution of knowledge among workforce planners. Being a winner in the ContactCenterWorld.com Members' Choice awards validates that SWPP is fulfilling that mission,” said Vicki Herrell, Executive Director of SWPP. “We are here only to serve our members, and winning these awards tells us that we are doing the right things. And we truly appreciate the efforts of our members to vote and let us know what they think of us.”

The SWPP Annual Conference, *The Summit for Workforce Management Excellence*, won the Members' Choice award after only its first year in existence. The three-day conference was held in March 2003, with three tracks of educational sessions for the workforce management professional, along with plenty of networking opportunities.

This year's conference will be held on March 14-16, with approximately 200 workforce managers from around the world scheduled to attend this year's expanded conference with 28 educational sessions to choose from.

According to Raj Wadhvani, Editor in Chief of ContactCenterWorld.com, "For the second year we are delighted to have the honor of announcing the best of the best in the industry. These winners all deserve their awards – they stood out from a very crowded market and were open to feedback from their customers in a truly fair and unbiased way. The winners were those who scored exceptionally high marks across a number of areas that are important to customers. Unlike other awards in the industry, no judging panel was involved and only five customers per entrant were required. All the entrants should be praised for their efforts and for putting themselves in the spotlight for praise and criticism, by their customers."

#### **About ContactCenterWorld.com**

ContactCenterWorld.com is the world's number one online resource site for the contact center industry around the world. Through a unique blend of high value editorials and carefully placed advertising, clients around the world benefit from substantial exposure and quality leads. We currently have over 72,000 corporate members of which 40% are at a senior executive level within Contact Centers globally. The quality content on our site is what draws 7,500 unique users to us every day. Active clients of ContactCenterWorld.com include: IEX, Edify Corporation, Nortel Networks, Lucent, Concerto, NICE Systems, Pipkins, GMT, ServiceWare Technologies, eOn Communications, Aspect, and many more. For more details visit [www.ContactCenterWorld.com](http://www.ContactCenterWorld.com)

#### **About The Members' Choice Awards**

Launched in the summer of 2002, the Members' Choice Awards are the industry's first and only independent awards program where users vote for their favorite solution providers on a national, regional, and global basis. There are no judges and no panels. Each award is based on the quality of all votes received

**About SWPP**

The Society of Workforce Planning Professionals (SWPP) is an organization devoted to facilitating education and networking opportunities among workforce planners across all industries. Membership in SWPP is available to all workforce planning professionals and other interested parties from consulting and vendor organizations. Both individual memberships and corporate membership options are available, with full benefits and costs outlined on the organization's website at [www.swpp.org](http://www.swpp.org).

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