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SWPP Announces Annick Duffy as 2004 Workforce Manager of the Year

NASHVILLE, TENNESSEE – March 15, 2004 – The Society of Workforce Planning Professionals (SWPP) today announced Annick Duffy of American Express International as the winner of the 2004 Workforce Manager of the Year Award, which recognizes a workforce management professional who has shown outstanding leadership in the industry. Duffy was awarded the title during a ceremony at the 2004 SWPP Annual Conference.

“SWPP is so pleased to announce the selection of Annick Duffy for this inaugural award,” said Vicki Herrell, SWPP Executive Director. “She possesses all of those qualities unique to the workforce management professional, and is a valuable asset to both her company and the industry as a whole. Her efforts have provided American Express with measurable results, and shown the importance of workforce management in the call center.”

As a Project Leader for International Contact Center Engineering for American Express Canada, Annick specializes in driving new methodologies related to workforce management practices and leverages best practices across 25 international markets. She has recently been working on a revolutionary concept to improve the methodology for measuring the success of call centers, challenging the traditional average service level concept and introducing an innovative concept that will provide a consistent customer experience. Her efforts have led to a roll-out of the concept in over 25 markets around the world.

Annick continued to build on this approach and developed a financial tracking methodology to provide a cost benefit analysis for the initiative. To educate the call centers on the greatest areas of opportunities, she also developed three new key indicator metrics, and as a result, a pilot team was able to reduce overtime expenses by 6%, improve scheduling effectiveness by 7%, and improve the new service level results by 3%. For her ability to drive results and

build strong relationships in these efforts, Annick has been recognized by American Express with both a “Take a Bow” leadership award and an “Excellence in Leadership” award.

“I am extremely honoured to accept the Workforce Manager of the Year award and be in the presence of such a talented group of individuals through the SWPP organisation,” said Duffy. “I have been challenged working in the contact centre environment for many years, but there is no greater success than balancing the employee, customer, and shareholder through the creative art & science of workforce planning. It is through an outstanding organization like American Express that I was given the opportunity to challenge traditional thinking and work directly with a great team at Aspect to deliver premium customer service. It is with great pride that I am associated with an organization such as SWPP that truly understands the need in the industry to provide expertise and networking opportunities to the workforce planning professional.”

Annick, a graduate of Wilfrid Laurier University, has been involved in the call center and workforce management field for over 12 years with five years of experience in the telecommunications industry and the last seven years in the financial services industry at American Express Canada. Prior to her current role as a Project Leader, Annick joined American Express as a Business Analyst introducing the technology and the processes to the call centers and focusing on key development of performance management metrics, traffic analysis and TCS/Aspect training. She progressed to a leadership role within the Customer Service contact center and as Manager was accountable for the daily service level management and the development of a scheduling & forecasting team. She spent a year developing the capacity planning & forecasting methodologies that was further leveraged across the Customer Service & Credit utilities.

“American Express International is elated to have the SWPP Workforce Manager of the Year working on our team,” said Kevin Joliffe, Manager, Call Centre Engineering, American Express International. “Annick's extensive workforce planning knowledge coupled with her ability to challenge traditional thinking has taken our organization one step closer to becoming the world's most respected service brand!”

The winner of the Workforce Manager of the Year award was selected from five finalists by the SWPP Board of Advisors. The other finalists included Michael Cavataio of BancTec, Tanya Messmer-Himes of Nissan Motor Acceptance Corporation, Rob Partyka of Travelers Insurance, and Aaron Wegehaupt of Communications Services for the Deaf (CSD).

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.

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