The Great Debate

Victoria Marcella – VW Credit, Inc.
Justin Zeigler – McKesson
Michael VandenBerg - Gerber Life
Speaker Bio – Victoria Marcella

- 11 years, Manager, WFM for VW Credit, Inc., subsidiary of Volkswagen Group of America
- 18 years, WFM & Contact Center experience in captive auto finance, catalogue/retail sales, & outsourcer
- SWPP Advisory Board Member
Speaker Bio – Justin Zeigler

- 17 Years Contact Center Experience (11 Years Workforce Management)
- Manager of Workforce Management – McKesson
- Team of 5 (800-1300 seats)
- Current Industry: Healthcare

Caution: He may appear lost but he is just an introvert!
Speaker Bio – Michael Vandenberg

• 17 years Customer Service experience
• Masters in Public Administration
• Certifications include:
  – ACS, Associate Customer Service
  – ALMI, Associate Life Management Institute
  – CWPP (in process)
Your Host Today – Alex Trebeck, I mean, Todd Gladden

- 40 years of contact center experience
- VP of US Operations for an International Contact Center Consultancy; Former Executive of Business Operations for WFM at utility & telecom companies
- SWPP & QATC Advisory Board Member
- Certified Workforce Planning Professional
The Way this Works!
Our Agenda

• Introduction
• Debate Team Rules
• Team Huddles
• Let’s Debate!
  ❖ Specialized Agents vs Universal Agents
  ❖ Full-time vs Part-time Staffing
  ❖ Service Level vs ASA
• Final Points/Wrap-up
Debate Team Rules

• **3 Debates**
  1. Specialized Agents (A) vs Universal Agents (B) (*Michael VandenBerg*)
  2. Full-time (C) vs Part-time Staffing (D) (*Justin Zeigler*)
  3. Service Level (E) vs ASA (F) (*Victoria Marcella*)

• **20 Minutes to Build Case (Facilitator Assists)**
  - Benefits, Value, etc.
  - Potential Constraints, Considerations
  - Identify Scribe & Presenter

• **5 Minutes (Each Side) to present your Case**
Additional Info

• Even though you may not be in a Debate group topic you’re familiar with, contribute any perspective you have on potential considerations or constraints (Include Everyone)

• Groups should prepare Easels or Slides for their 5 minute debate talk

• Focus on Benefits, Value, Structure
Let’s Debate!!!!!

The Clock Starts NOW
Final Wrap-Up

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