

**PRESS RELEASE  
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**SOCAP Australia outsourcing workshop – Peter Gillson**

Peter Gillson believes that “With the constant advances of technology, many consumers are becoming very demanding, expecting social and corporate responsibility, while still wanting increased value for money and adequate service levels within traditional timeframes.”

Peter is the Director of Global Solutions at SFI International, a globally recognized Customer Relations Management (CRM) solutions company. SFI operates in the USA, UK, Europe, and the Asia Pacific region.

Peter Gillson will be visiting Brisbane to facilitate an interactive workshop at the annual SOCAP (Society Of Consumer Affairs Professionals) symposium.

Peter, as the Public Officer and Secretary of SOCAP, will be representing SFI to exchange ideas about consumer and CRM developments with professionals around Australia. In his workshop, Peter will be exploring whether outsourcing your call centre means losing control.

This interactive discussion will focus around the case studies presented by Glen Hoppo, Manager Customer Services, SA Water and Greg Flaherty, Director of Operations, Teletch Asia Pacific. Peter will use questions and comparisons to outline key advantages and disadvantages of outsourcing call centres compared with keeping them in-house, as well as common pitfalls of each model and strategies to overcome them.

In outlining his approach Mr Gillson stated “I have used the experiences of two companies, one who looked at outsourcing and decided to keep their call centre in-house, and one who delivers outsourcing solutions. I feel this will give an unfiltered view of the issues we are all facing when looking at how we can service our customers more efficiently in the future”

The workshop will begin at 2pm and conclude at 3pm on Thursday October 13, 2005

Peter will be available for comment directly after the workshop, from 3:00 – 3:30 and a short “white paper” about CRM trends and his observations in today’s market will be distributed.

Date: Thursday October 13, 2005  
Workshop Time: 2:00 - 3:00  
Time Available: 3:00-3:30  
Location: SOCAP Australia 2005 Symposium  
Royal on the Park, Brisbane  
Contact: Lisa Higginbottom  
(03) 8847 1328 or 0415 465 243  
[lisa.higginbottom@sfi.com.au](mailto:lisa.higginbottom@sfi.com.au)  
More Information: [www.sfi.com.au](http://www.sfi.com.au) and [www.socap.org.au](http://www.socap.org.au)