

# CallCenter CHALLENGE

## WHO'S ELIGIBLE

The Call Center Challenge is open to all APTA member transit system call center personnel.

Call center personnel are defined as employees who handle incoming calls relating to trip planning and/or customer service issues.

Transit systems are responsible for all travel-related expenses for final contestants.

## APPLICATION PROCESS

Each transit system may have one call center operator participate in the pre-selection phone interview process.

All interested personnel must complete and return the official Call Center Challenge application by December 16, 2011.

## PRE-SELECTION PHONE INTERVIEW PROCESS

All applicants meeting the eligibility requirements will be assigned a time for his/her pre-selection phone interview with members of APTA's Marketing & Communications Committee. The tentative dates for the pre-selection phone interviews are January 10 and 11, 2012.

During the phone interview, contestants will be asked a series of general "get-to-know-you" questions and will be required to resolve two common customer call center inquiries.

At the conclusion of all phone interviews, the judges will determine the seven finalists to compete in the final competition in Miami.

## FINAL COMPETITION

The final competition will take place in front of a live audience at APTA's 2012 Marketing & Communications Workshop in Miami, FL, on February 28. Finalists will be presented with three randomly selected customer service scenarios and will be judged on their ability to handle each inquiry. The contestant with the highest score, as determined by a panel of APTA member judges, will be named public transportation's best telephone customer information agent.

**QUESTIONS?** Contact APTA's Laticia King at 202-496-4821 or [lking@apta.com](mailto:lking@apta.com)

# APPLICATION

**DEADLINE: DECEMBER 16, 2011**

I agree that if the contestant named on this application form is selected to participate in APTA's Call Center Challenge finals in Miami, FL, all travel-related expenses are the responsibility of the sponsoring transit agency.

All finalists will receive full complimentary registration for the 2012 APTA Marketing & Communications Workshop.

1

CONTESTANT'S NAME

COMPANY

PHONE

E-MAIL

2

CONTESTANT'S SIGNATURE

SUPERVISOR'S SIGNATURE

TRANSIT CEO'S SIGNATURE

**Return completed application form via fax to 202-496-4321 or email to [lking@apta.com](mailto:lking@apta.com)**