

Call Center Manager Horoscopes

Few people know this, but the original title of *Call Center Management Review* was actually *The Journal of Customer Contact Astrology (JCCA)*. This was back in the days before best practices, common call center strategies and free white papers existed; back when the collective mantra of managers was “Your guess is as good as mine.”

Back then, we in the call center publishing world were just as clueless, thus when trying to provide helpful tips on such topics as recruiting, forecasting, performance measurement or what have you, we had little choice but to look to the heavens for guidance. Granted, articles in *JCCA* were rarely based on logic, but, in looking back, many of them were on the right track. To this day, in fact, we still occasionally receive reprint requests for such timeless classics as “Align Your Service Level Objectives with the Moons of Jupiter” and “The Hidden Dangers of Hiring Fire Signs”

Unfortunately, as call centers began to grow in importance, managers began demanding information that was based more on fact than on planetary positions. It wasn't long before the industry began to view call center astrology as having little more value than an ISO 9000 certification.

That being said, there does still exist a small faction of creative professionals who believe in call center astrology as a credible science. It is to these naive freaks that I dedicate the call center horoscope provided here.

ARIES (MAR. 21-APR. 19)

Your fiery self-will and pioneering energy will eventually lead agents to believe that you abuse certain illicit drugs. The good news is that, because of your love of challenge and your desire to learn, your center is likely to continue improving. If you do not learn to relax, however, you may very well experience health problems that will hinder your ability to panic during call spikes. The overall outlook for your call center career is promising, though it is almost certain that on February 6th of next year, at approximately 2:41 p.m., you will be hit with the sudden realization that you actually hate most customers.

TAURUS (APR. 20-MAY 20)

Your borderline obsession with productivity will enable your center to achieve big efficiency improvements, and will likely inspire your agents to arrange to have you killed. Fortunately, your quickness and intelligence will enable you to survive the attempt on your life. Unfortunately, you will no longer feel comfortable conducting side-by-side monitoring sessions.

GEMINI (MAY 21-JUN. 20)

You have an uncanny ability to see the many sides of a given issue, but are often unable to make any definite decisions in pressure situations, which is why you will soon become a consultant. Until then, you will continue to use your tendency for giving abstract and elaborate explanations to confuse the hell out of agents during training.

CANCER (JUN 21-JUL. 22)

Your extreme sensitivity will continue to make you popular with agents, who secretly enjoy watching you cry when they don't meet their performance objectives. Your caring, emotional nature enables you to get inside the heads of and truly understand others, except for the Director of IT, whose sideburns confuse you. In six weeks you will suffer a nervous breakdown while trying to correctly spell “queue” in a monthly report.

LEO (JUL. 23-AUG. 22)

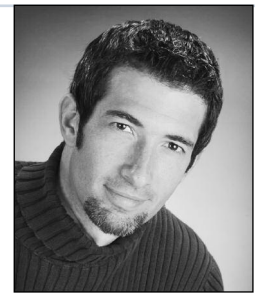
Your penchant for self-expression and your endless creative energy make everybody wonder why the hell you work in a call center. Nonetheless, you love your job and are destined to achieve great success, provided you stop writing memos in iambic pentameter and covering supervisor stations with graffiti. Sometime in July or August, you will be forced to use up all your sick leave after a stack of ACD reports gets snagged on your belly-button piercing.

VIRGO (AUG. 23-SEP. 22)

You are known for your tendency to analyze things in a practical and emotionally detached manner; in fact, I could tell you that you are nothing but a big, callous meanie who is fiercely hated by agents, and you wouldn't even get upset. Your love of order and refinement will eventually help you to become a grand master of forecasting and scheduling in the call center, and your big, callous meanness will eventually help you to become CEO.

LIBRA (SEP. 23-OCT. 22)

Your borderline obsession with balance and harmony will eventually drive you out of the hectic call center and into a career as a yoga instructor. But until that day comes,



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you will have quite a measurable impact on employees' ability to touch their toes. You will also help to raise your center's performance in several lesser-known metrics, such as average chant time, centerwide chakra levels, and number of agents that can be folded into a cubicle.

SCORPIO (OCT. 23-NOV. 21)

You have an intense, innate power to affect change in yourself and in others, but not in senior management, who just rejected your budget proposal five minutes ago. But you will not give in; your willingness to confront all that is overwhelming and terrifying has always astounded staff and coworkers, and will likely come in handy next month when your center moves to a VoIP platform.

SAGITTARIUS (NOV. 22-DEC. 21)

You are on a noble lifetime quest to discover truth and, as such, should avoid attending call center technology exhibitions. Your inquisitive and philosophical nature may get you into trouble during interdepartmental meetings, talks with the CEO, and other situations where thinking is strictly prohibited. Eventually, your passion for trying to fully understand ambiguous concepts—such as love, death and CRM—will cause you to go insane and, consequently, get transferred to IT.

CAPRICORN (DEC. 22-JAN. 19)

Your self discipline and austerity are strengths, although your refusal to take part in the egg-toss at the last compa-

ny picnic cost you in terms of agent endearment. But don't worry; despite your hair being parted on the side and your tendency to stop and salute senior managers, you are a likeable person who will soon lead your call center to the next level of mediocrity.

AQUARIUS (JAN. 20-FEB. 18)

Your eccentricity and radical individuality is a breath of fresh air for the call center, and will eventually lead to you being severely beaten by a Capricorn. Fortunately, the flogging will not leave any lasting damage on your free spirit. In fact, while laying in recovery, you will come up with some of the most inventive ideas the call center has ever seen, including having supervisors dress like Little Bo Peep to make them easier for agents to find, and having agent dress like sheep just for the hell of it.

PISCES (FEB. 19-MAR. 20)

You exhibit a mystical dreaminess that enables you to come up with highly creative solutions in the call center, as well as to spontaneously lose consciousness during conversations with data analysts. Some of your more innovative new-age ideas—such as a crystal-based pay program and the introduction of aromatherapy into new-hire training—will eventually have a huge impact on agent performance. Unfortunately, you likely won't be around to witness such success, as upper-management is already planning to replace you with a Nepalese guru who is willing to work for much less money. ■

Additional Resources

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CALL CENTER HUMOR: THE BEST
OF CALL CENTER MANAGEMENT
REVIEW, VOLUME 3