



THE PULSE | DEC, 2024

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WELCOME NEW MEMBERS



LETTER FROM THE CHAIR

Dear SOCAP Members,

As the year comes to a close, so does my term as your Chair of the SOCAP Board of Directors. Serving this incredible community has been one of the most rewarding experiences of my professional journey, and I want to take a moment to thank each of you.

Before we kick off a new chapter, I'd like to invite you to join Nicole and me at our **Virtual Town Hall on December 11, 2024**. This is a great opportunity to hear updates, ask questions, and connect with fellow members. [Click here to register](#).

Your unwavering dedication to advancing the customer experience profession, your enthusiasm for learning, and your commitment to building meaningful connections have made my time as Chair both inspiring and fulfilling. It's been a privilege to witness the passion that drives our community forward.

In January, I'll proudly pass the torch to our incoming Chair, Nicole Nutile. Nicole's vision and leadership will undoubtedly guide SOCAP to new heights. While I'll no longer serve as Chair, I plan to remain deeply engaged with SOCAP as Past Chair, continuing to support the initiatives that make this organization exceptional.

Thank you for allowing me to serve as your Chair. I'm looking forward to seeing what the future holds for SOCAP and continuing this journey with all of you.

With appreciation,



Chris Drury, Blount Fine Foods
Board of Directors Chair, SOCAP

VIRTUAL EVENTS

CX TRENDS 2025: How CX TRENDSETTERS ARE SURGING AHEAD

THU, DEC 5 | 3-4PM ET

Join Zendesk for a deep dive into insights from their **7th Annual CX Trends 2025 Report**, based on findings from more than 10,000 CX leaders and consumers.

VIRTUAL TOWN HALL

WED, DEC 11 | 4-5PM ET

Led by Board Chair Chris Drury and incoming Chair Nicole Nutile, this interactive session will provide key insights into the direction of our organization and offer an opportunity for you to engage directly with our leadership team.

TURNING NEGATIVE FEEDBACK INTO BRAND-BUILDING OPPORTUNITIES

TUE, DEC 17 | 4-5PM ET

Join us for this insightful webinar with Michael Podolsky, CEO and co-founder of [PissedConsumer.com](https://www.pissedconsumer.com), who explains how to redefine the role of negative feedback and why it should be seen as a gift, not a burden.

REGIONAL EVENTS

SOCAP BUCKEYES GIVE BACK EVENT

FRI, DEC 13 | 9AM-2PM CT

Join fellow SOCAP members to help Neighborhood Services Inc hand out food and holiday gifts to your neighbors in Columbus, then head to Hounddog's Pizza for networking.

JANUARY EVENTS

[INDUSTRY COMMUNITIES TEAM MEETINGS](#)

RETAIL | MON, JAN 6 | 3PM ET/2PM CT

CPG | WED, JAN 15 | 4PM ET/3PM CT

[REGIONAL COMMUNITIES 2025 KICK OFF](#)

WED, JAN 22 | 2:30PM ET/1:30PM CT

[QUALTRICS FIRESIDE CHAT: DELTA FAUCET'S CX MATURITY JOURNEY](#)

THU, JAN 23 | 4PM ET/3PM CT

Join us for an inspiring and insightful webinar featuring Delta Faucet's remarkable journey toward elevating their customer experience (CX) maturity.

[CPG WEBINAR: USING THE JOB DESCRIPTION KNOWLEDGE BASE](#)

TUE, JAN 28 | 3PM ET/2PM CT

Based on CPG community feedback, this powerful tool has been designed to help you streamline your hiring and recruitment processes by providing instant access to a comprehensive library of job descriptions tailored to the CX industry.

FEATURED RESOURCE

[Discover VSA's Best-in-Class Inbound Call Center Solutions](#)

Are you looking for scalable, innovative solutions to elevate your customer experience? VSA's inbound call center services offer flexible, technology-driven support tailored to meet the needs of businesses of all sizes.

[CLICK HERE](#) to learn how VSA can help your organization deliver exceptional service and meet your customer care goals.



How We've Helped

A large Metropolitan Health Services System had insufficient staff to manage calls and support administrative, transactional consultations and appointments. VSA was hired last year to handle Level I services. Since then, we've:

- Provided staffing to ensure 10 agents every shift from 8 a.m. to 5 p.m. Monday to Friday.
- Accepted over 12,000 calls in the first three months of the partnership with no negative publicity.
- Met 100% of our Service Level Agreements, including abandon rates, average speed answer, and quality.



TRAINING

BLACK FRIDAY CYBER MONDAY SALE

NOVEMBER 12 - DECEMBER 31, 2024
SOCAP EXCLUSIVE - USE PROMO CODE: **SOCAP**

30% OFF SITE WIDE



HOW'D WE DO?

PLEASE SHARE YOUR THOUGHTS!

QUESTIONS? REPLY TO THIS EMAIL.

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