



Customer Experience & Telco Sales

What is CETS?

The Customer Experience & Telco Sales Association (CETS) is a nonprofit organization that brings together professionals from the Telecom and Vendor communities responsible for direct and indirect sales channels, customer care and the customer experience within the Telecom industry. Members share channel best practices and industry trends in these areas with respect to ALL products and services sold by Telecom providers.

Membership Benefits.

- > Participate in two annual face-to-face meetings and develop leading telco industry contacts through networking opportunities in a unique, friendly atmosphere.
- > Interact with premier channel and call center providers and vendors in discussions related to emerging technologies, applications, best practices and operational efficiencies.
- > Join monthly members-only "Hot Topic" calls that provide insight on current challenges and initiatives related to sales channels and the customer experience.
- > Gain insight into your channel's performance through our semi-annual benchmarking report that features provider metrics covering channel mix, sales effectiveness, the customer experience, and operational efficiencies.
- > Access market research that provides insight into the expectations of customers and their propensity to buy.
- > Gain peer and industry recognition through our Best in Class awards.
- > Lead the organization and network with other members by joining a committee (benchmarking, membership, research).

- > Extend your professional networking through our LinkedIn "Friends of CETS."
- > Enjoy member discounts to ResearchFirst's Telco Sales Channels seminar.

Membership Eligibility.

Membership is open to those who demonstrate interest in the goals of CETS:

- > Telco service providers
- > Call center technology and support vendors
- > Sales channel outsourcers
- > Back office automation vendors

Become a Member!

Contact Anna Gibson
480-283-0495
anna@researchfirst.com
www.cets.org