



Dear (Approving Manager),

I'd like your approval to attend 4C, The CenturionCARES Customer Conference. 4C will take place in Tampa, FL, April 29 – May 1. This highly interactive event consists of specialized training on the CARES platform, expert advice from CARES users, and one-on-one and group networking opportunities. Its focus is on identifying prevailing issues common to call center operations and applying the experience and expertise of those gathered to form workable short- and long-term solutions.

To evaluate the ROI of my attendance, here is an approximate breakdown of costs and benefits:

#### Costs of Attendance

• Airfare:	\$200-\$500 (The sooner I book the better)
• Hotel:	\$500 (Hotel rate is \$215 per night ++)
• Registration Fee:	\$659 (\$659 before Feb. 28, \$799 after)
• Food and Beverage:	Included with Registration
Total Expense:	<b>Approximately \$1,700.00</b>

#### Benefits of Attendance

Over three days at 4C, I will receive CARES training and practical usage tips that would otherwise require multiple sessions – and multiple expenses -throughout the year.

- **CenturionCARES training: \$7,500 - \$10,000 Value**
  - Our call center is our busiest and most visible organization. CenturionCARES provides ongoing enhancements to the CARES software we use to run the department effectively. 4C will provide the training necessary to ensure we are getting the most out of these updates and optimizing the new functionality.
  - CARES Training: Sessions such as Data Reporting and Analysis, Call Flow Design, Quality Assurance Programs, and Customer Experience Consistency will help me support the growth and performance of the entire organization!
    - This is also an opportunity to train an additional representative to ensure redundancy of resources that are competent and comfortable with the CARES system.
- **Business Best Practices** from CenturionCARES staff , industry experts and peers:
  - I will visit with CARES Experts and Call Center Specialists to explore solutions that will help me successfully meet my business goals for the next 12 months.
  - I can network with peers to discuss strategies that have helped them shorten the learning curve on business or technology initiatives similar to ours.
- **Expand Boundaries:**
  - I'll hear from CARES users in other vertical markets to get a diverse perspective on call center and customer service best practices, and then share the insights with our team to determine how they can best help our business.

I believe the value that 4C will bring to our call center and our organization as a whole will be immeasurable, and I am anxious to begin planning my attendance. I appreciate your consideration.

