



Dear (Approving Manager),

I am asking your approval to attend 4C, The CenturionCARES Customer Conference. 4C will take place in Tampa, FL, May 8 – 10. The 4C Conference is a highly interactive event built around roundtable discussions with CenturionCARES users, specialized training with CARES experts, and one-on-one and group networking opportunities. Its focus is on identifying prevailing issues common to call center operations and apply the knowledge, 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:

Cost of attendance

- Airfare: \$200-\$500 (The sooner I book the better)
- Hotel: \$500 (Hotel rate is \$209 per night ++)
- Registration Fee: \$659 (\$659 before Feb. 15, \$799 after)
- Food and Beverage: Included with Registration

Total Expense: **Approximately \$1,700.00**

Return On Investment

At 4C I'll receive the kind of CARES training and practical usage tips in three days that would otherwise require multiple sessions – and multiple expenses -throughout the year.

- **CenturionCARES training: \$7,500 - \$10,000 Value**
 - **Our call center is a mission critical component** within our organization. CenturionCARES provides us with ongoing enhancements to the CARES software that we use to run this department. We want to ensure that we are getting the most out of these updates by learning the new functionality that is being delivered and being properly trained on it.
 - Training Classes: **Data Analysis**, Building Call Flows, Quality Assurance Models, Building After-Call Surveys, and much more. **I will be able to sign up for the classes that best support our business initiatives!**
 - This is also an opportunity to send another representative for training and ensure that we **have redundancy with resources that are comfortable with the system.**
- **Business Best Practices** from CenturionCARES staff and Peers within our Business Space:
 - I will have time to visit with CARES Subject Matter Experts and Call Center Specialists to help me meet my business goals for the next 12 months.
 - I will be able to meet with my peers to enable our organization to **shorten the learning/experience curve with any upcoming business or technology Initiatives.**
- **Fresh ideas:**
 - Meet with CenturionCARES users from other vertical markets to attain a diverse perspective on call center operations and customer service best practices. Share those insights with our team to determine how they may be applicable to 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.

