

Customer Contact Center

Department Vision: “Above all else, service the customer effectively, efficiently and fairly. Provide them with the information they need to make informed business decisions that include Advanstar’s global business information products and services.”

The Customer Contact Center provides a comprehensive array of inbound customer service functions with hours of operation Monday through Friday from 7:30am-7:00pm central time.

Our inbound agents will take calls for publishing, expositions, and Market Development products such as:

- General information
- New subscriptions or to order a product
- Subscription renewals, address changes
- Missing subscriptions or missing issues of publications
- Customer registrations for both paid and free events, and will attempt to generate additional registrations or upgrade exhibit hall attendees to conferences
- Handle refund requests for products and expositions based on guidelines set up by the event manager

During the calls the agents will cross promote between Advanstar product lines.

Our outbound agents are dedicated to qualifying buyers for the Magic Retail Relations Group. Their goal is to get buyers to attend the Magic shows, and link buyers’ needs with Magic’s Needs Satisfiers. They do this by knowing the Magic product, fact finding, handling objections, and effectively closing each call.