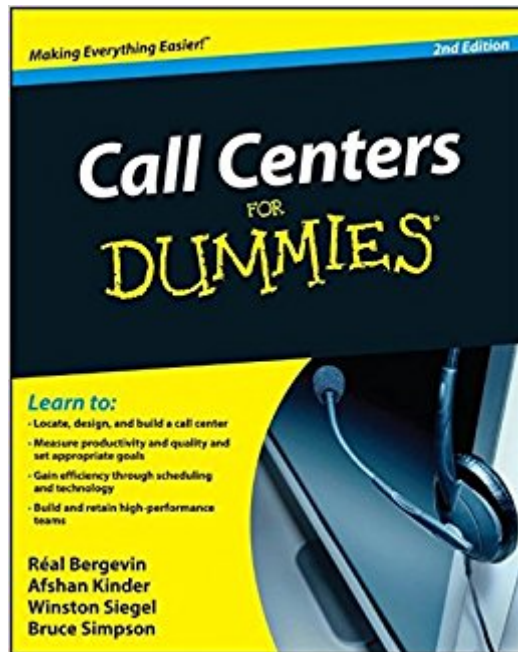




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# Call Centers For Dummies



## Synopsis

Tips on making your call center a genuine profit center In North America, call centers are a \$13 billion business, employing 4 million people. For managers in charge of a call center operation, this practical, user-friendly guide outlines how to improve results measurably, following its principles of revenue generation, efficiency, and customer satisfaction. In addition, this new edition addresses many industry changes, such as the new technology that's transforming today's call center and the location-neutral call center. It also helps readers determine whether it's cost-efficient to outsource operations and looks at the changing role and requirements of agents. The ultimate call center guide, now revised and updated The authors have helped over 60 companies improve the efficiency and effectiveness of their call center operations Offers comprehensive guidance for call centers of all sizes, from 20-person operations to multinational businesses With the latest edition of Call Centers For Dummies, managers will have an improved arsenal of techniques to boost their center's bottom line.

## Book Information

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## Customer Reviews

Learn to: Locate, design, and build a call center Measure productivity and quality and set appropriate goals Gain efficiency through scheduling and technology Build and retain high-performance teams Your friendly guide to profitable call center management The call center industry is one of the world's most rapidly growing and fastest changing. For call center managers or anyone who just wants the inside scoop on this exciting field, this guide is a must-read. Loaded with best practices from the most successful call centers around the world, Call Centers For

Dummies covers everything you need to know, whether you're just setting up shop or looking to improve your operations. Start from the ground up • investigate where to locate and how to build a call center, understand the roles and responsibilities in a call center team, and consider the outsourcing option Call center business basics • create a successful call center business model, determine achievable goals, and measure your center's progress through business drivers Ensure proper resource management • discover how to always have the right staff levels • including home agents • through forecasting and scheduling Gain efficiency through technology • see how advances in call center technology, such as interactive voice response and Voice over Internet Protocol, can help your call center agents be more productive Build high-performance teams • recruit and retain the best people by providing great training and keeping your agents motivated Keep improving • explore strategies to identify areas of improvement and learn how to manage change within your call center Open the book and find:

- How to develop a positive company culture and high employee engagement
- Strategies to improve your customer satisfaction scores and first-call resolution
- Tips for designing the ideal space for your center
- How to select the right outsourcing partner
- How to create people-friendly work schedules
- How to set up a home agent program
- Ways to decrease costs and increase efficiency

Ralf Bergevin is executive vice president of Transcom Worldwide. Afshan Kinder, Winston Siegel, and Bruce Simpson are partners in SwitchGear Consulting, a company specializing in call centers and change management. SwitchGear's clients include companies such as Scotiabank, TELUS, and Ceridian.

This is quite possibly the best all-round book on call centers that I have come across anywhere in the world. If you are a call center professional in any of the disciplines or an aspiring call center manager this book should be on your desk at all times. It will become thumb-marked and dog-eared from day-to-day referencing. I have bought dozens of copies and given them to my consulting clients. This book is at the top of my 'Top 5' list of recommended call center books.

Excellent resource for all involved in a Call Center from agents to executive management. Presents complex concepts in a thought provoking manner and for those inclined to pursue a topic further this is the appropriate text to start with. I highly recommend the book and I use it myself as a reference tool to manage a Healthcare call center.

I have been working in centers for 15 years and every new center I start, I buy a few copies of this book for my team. The 'dummies' format makes it a very easy read and Real does a great job in making this book relevant for all types of call centers. Even if you are experienced or new to the industry, you need this book in your library.

Very helpful to me in my entering the world of call centers. This was very helpful to a noob like myself. I was able to understand the industry as a whole better, and understand my part in it.

Awesome easy to read, easy to understand, and very well rounded. One point I would make is the book focuses more on customer service centers as opposed to lead generation or acquisition-based call centers. Would like to see more on that in future editions.

I was consulting and needed to get up to running speed on call centers. This book was very helpful in addition to real world experience. This appears to be a supervisor or manager level book.

Buen libro para aquellos que se estÃn iniciando en el mundo de los call centers, te entrega las herramientas clave para poder planificar, medir y gestionar este negocio.

I reference this book often in the changing world of Contact Center Management. Metrics often are interrupted many different ways and this book offers clear concepts and helpful hints.

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