

Call Center Management on Fast Forward Succeeding in Today's Dynamic Customer Contact Environment 2nd Edition



BOOK DETAILS

- Author : Brad Cleveland
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BOOK SYNOPSIS

This is the only book available today that provides a very readable, step-by-step guide for managing an incoming call center. The book combines theory with practical advice and is filled with over 100 charts and graphs, several case studies and an extensive glossary and index. Readers will learn how to: achieve service level with quality in an era of more transactions, growing complexity and heightened caller expectations; understand the "how" behind best practices; boost caller satisfaction; win top managements support; and discover what separates a good call center from a great one.

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