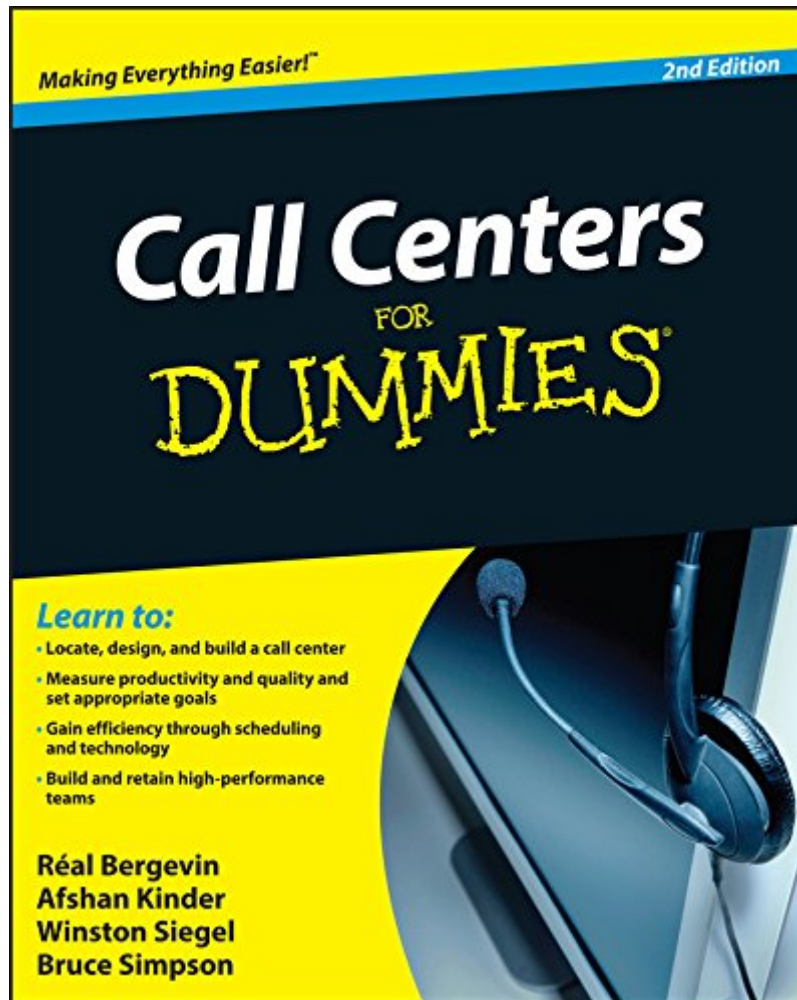# The book was found

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

File Size: 6492 KB

Print Length: 384 pages

Publisher: For Dummies; 2 edition (May 11, 2010)

Publication Date: May 11, 2010

Sold by: Digital Services LLC

Language: English

ASIN: B003WUYOXY

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #263,009 Paid in Kindle Store (See Top 100 Paid in Kindle Store)   #23 in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Outsourcing #35 in Books > Business & Money > Human Resources > Outsourcing   #114 in Kindle Store > Kindle eBooks > Business & Money > Industries > Customer Relations

Customer Reviews

If you are like me, in business related to call centers, but not really in call center business, this book

is the one. After reading it, I got a new level of appreciation for the processes and complexity involved.First part describes business aspect, goals, variables and how they influence goals. That's the part where I said, "It's not as simple as it seems".Next one, on technology, gives you a review of supporting technologies. I personally knew most of the stuff, but it's a light reading and gives you a perspective how the call center views the technology.Final two parts, on managing agent performance and call handling are valuable reading no matter what business you're in. Suggestions from the book can be applied outside of call centers, as well. And call handling... I think every employee that has a phone on their desk is the company's representative and should know how to handle calls. Dealing with angry customers, controlling the call, sales... it all goes beyond just call centre agents.To summarize, if you want to get the big picture, see all the elements, understand them and understand how they interact, this is where you should start. Doesn't dwell too much on any individual subject (and doesn't go too much in-depth) and therefore, it is an easy informative reading. And that's what books from Dummies series are all about, aren't they?

I'm a new call center manager and this book did a great job of explaining a lot of the basics. I was even able to share the technology section with my IT department so they could understand how to better support the needs of our department. Plus my staff fought over the book - because the information was in an easy to read/understand format.

This book is the man. If a book could be "the man".I use it constantly to highlight things people do that they shouldn't and vice versa.I like having it on my desk because it shows my humility and that I admit I'm a dummy. (in all seriousness - this book is da' bomb)

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.

This is an excellent, comprehensive overview of call centers, including specific metrics to be tracked and measured. Call center locations, set up and on-going operations are also covered.

If you want to build a basic understanding of what life in a call center and the "nuts& bolts" are bout then this book is for you. However, if you're looking for ways to refine your call center, then look on.

Good Read.

I've worked in mid-management in several call centers that fall into a very specific niche. When I was looking for a new job, this book was super helpful in filling in the blanks in areas I didn't deal with regularly in my other positions. It also served as a great refresher for interviews.It's written for people that need to know more about call centers, obviously. However, it is about as entertaining and readable as a book on call centers can be.And now that I have landed my new position, this book is helpful in thinking about implementing new programs and incentives for my call center agents. Recommended.

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 referrence tool to manage a Healthcare call center.

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