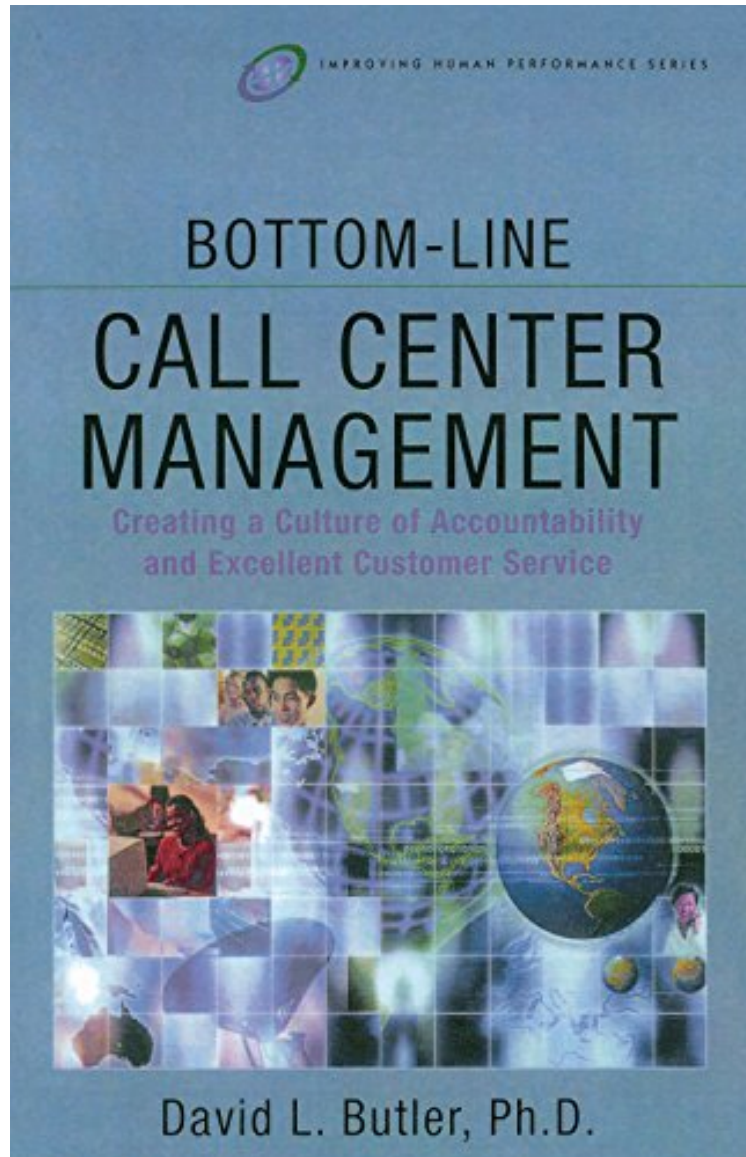


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Bottom-Line Call Center Management (Improving Human Performance)

David L. Butler

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David L. Butler : Bottom-Line Call Center Management (Improving Human Performance) before purchasing it in order to gage whether or not it would be worth my time, and all praised Bottom-Line Call Center Management (Improving Human Performance):

0 of 1 people found the following review helpful. all right!By LeonidasThe product is exactly in the condition that they write in abstract in the "Seller Information". And the delivery was faster that they engaged to. Everything all

right! 16 of 18 people found the following review helpful. A hands-on guide to customer running customer call centers
By Celia Redmore
Until recently, customer call centers were very much back-end operations, out of site and out of the minds of corporate chiefs. That was before several recent high-profile fiascos in the US, UK and Australia, where badly-run call centers destroyed in a few months the customer goodwill that had been expensively built up over years. It doesn't have to be that way. David Butler shows how call centers can be a bottom-line asset to companies, not just a money sink. It cites, for example, the case of a highly cost-effective center in the south-west United States with an annual employee turnover of under 3% and (if I guess the real identity of the company correctly) many happy repeat customers, including myself. David Butler owns a call center management company and is a recognized expert on the subject. "Bottom-Line Call Center Management" contains detailed information on where best to locate new call centers, how to evaluate and implement new call center technology, how to calculate the value of a call center in dollar terms, and how to create an environment that will attract and retain a loyal and productive staff. For those of us on the customer side of the business, Dr Butler stresses the need to ensure that representatives are familiar with the products they support or sell. Call center representatives, just like all customer-facing staff, need to understand how customers use the company products and services. If representatives can't articulate product knowledge and understand customer concerns, they really are just a "cost center" and, as the author repeatedly warns, are in danger of having their jobs eliminated or sent abroad. That represents a disaster to their communities and a financial loss to the companies that employed them.

'Bottom-Line Call Center Management breaks new ground by addressing key skills and techniques in assessing and implementing effective management practices to maximize the human and capital resources at the call center manager's disposal. Drawing on the author's unique data sets and years of research experience in the industry, 'Bottom-Line Call Center Management' helps call center managers evaluate their current status, implement cost-effective changes, and measure results of their changes to ensure a culture of accountability within the call center at all levels increasing the bottom line. The processes include an evaluation of current customer service representatives, defining, delimiting and assessing the labor shed of the center, and exploring the customer service representative's unique skills and leveraging those skills into a unique and dynamic work environment. Likewise, the process also determines the learning skills and competencies necessary to meet and exceed the basic requirements for all call centers. Furthermore, each step has a pre, in-process, and post evaluation to ensure projects are progressing according to plan. Lastly, all evaluations are measured against the bottom line through a return on investment (ROI) model. The framework for this book uses the culture of call centers, defined and lived through the customer service representatives, as the lens to view all processes, measurements, accountability and return on investment. This framework is critical since there has been much emphasis on technology-as-a-solution which treats the employees as a hindrance instead of the enablers of positive change. Likewise, customer service representatives eventually act as strong determinants of success with the call center and thus the bottom line.

"Call center success is dependent on location, a supportive culture, and a process of accountability. David Butler provides a practical guide to call center success for any industry. This book is essential for managers of existing call centers as well as executives considering the launch of a new call center. Applying the ideas and suggestions offered in the book ensures a positive return on the call center investment." -- Dr. Patti P. Phillips, President CEO, ROI Institute, Inc.; author of the award winning book *The Bottomline on ROI*"Gives the reader a thorough, "bottom-line" understanding of what differentiates successful and sustainable call centers. Economic development professionals around the world can benefit from this latest research on future trends in an exciting, expanding industry."-- William B. Sisson, Vice President, Economic Development, Mobile Area Chamber of Commerce"Bottom Line Call Center Management can assist anyone in the environment work much more expeditiously because David Butler has completed the research for us. Save yourself 20 years.. read the book!"-- Ann John, Leading Edge Consults, LLC"Finally, someone has unlocked the pathway for communities and regions to engage meaningfully in recruiting and growing a call center industry, making the hallmarks of economic development--job creation and quality of life improvement--a reasonable, attainment goal. David Butler's work provides us with the key."-- Angeline Godwin Dvorak, Vice President for Research and Economic Development, The University of Southern Mississippi"If you like to think "outside of the box" and want your team to understand exactly what that means, Bottom Line Call Center Management will bring it all into focus for them. All in one book. it's all here. Don't put this one down!!"-- Terry Hibler, Call Center Manager, Fortune 500 Company
From the Back Cover
Bottom Line Call Center Management: Creating a Culture of Accountability and Excellent Customer Service
David Butler
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Mobile Area Chamber of Commerce"Call center success is dependent on location, a supportive culture, and a process of accountability. David Butler provides a practical guide to call center success for any industry. This book is essential for managers of existing call centers as well as executives considering the launch of a new call center. Applying the ideas and suggestions offered in the book ensures a positive return on the call center investment." - Dr. Patti P. Phillips, President CEO, ROI Institute, Inc.; author of the award winning book The Bottomline on ROI"Bottom Line Call Center Management can assist anyone working in the call center environment much more expeditiously because David Butler has completed the research for us. Save yourself 20 years.. read the book!" - Ann John, Leading Edge Consults, LLC"Finally, someone has unlocked the pathway for communities and regions to engage meaningfully in recruiting and growing a call center industry, making the hallmarks of economic development--job creation and quality of life improvement--a reasonable, attainment goal. David Butler's work provides us with the key." - Angeline Godwin Dvorak, Vice President for Research and Economic Development, The University of Southern MississippiBottom-Line Call Center Management breaks new ground by addressing key skills and techniques in assessing and implementing effective management practices to maximize the human and capital resources at the call center manager's disposal. Drawing on the author's research and years of experience in the industry, this book helps call center managers evaluate their current status, implement cost-effective changes, and measure results to ensure a culture of accountability within the call center at all levels.David L. Butler, Ph.D., is President of Butler and Associates, a research and consulting company focused on the global call center industry. Butler is also an assistant professor in the Department of Economic Development at the University of Southern Mississippi.About the AuthorDavid L. Butler, Ph.D., is President of Butler and Associates, a research and consulting company focused on the global call center industry. Butler conducts research on site location, labor availability and needs, training, turnover, and business culture within organizations. He helps call centers to develop, implement and incorporate a culture of accountability to produce high levels of measurable production and low levels of turnover. Butler is also an assistant professor in the Department of Economic Development at the University of Southern Mississippi.