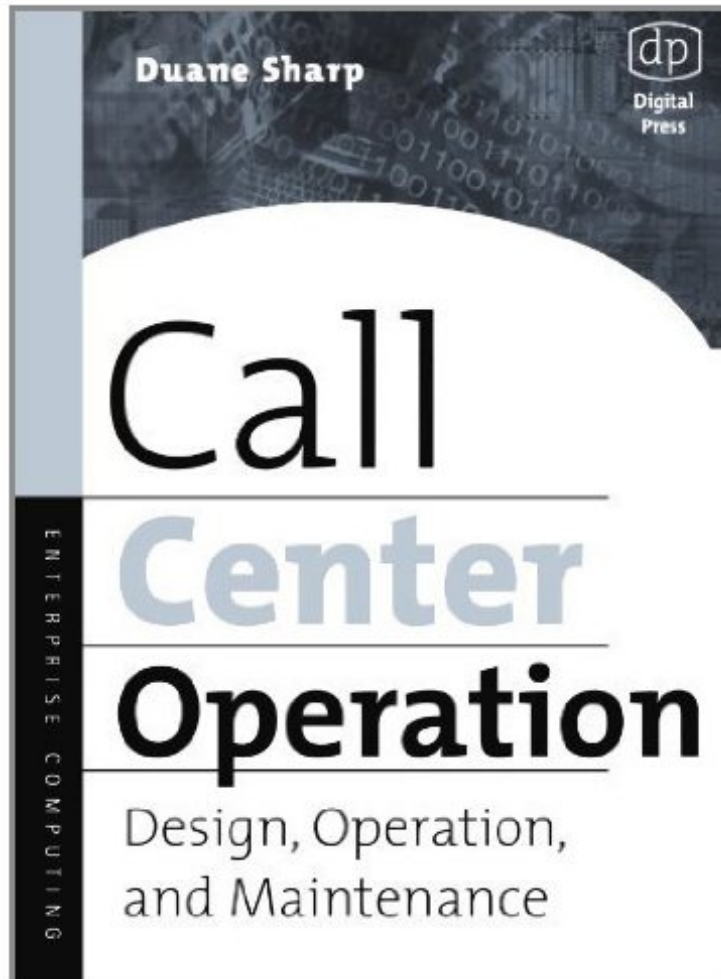


Call Center Operation: Design, Operation, and Maintenance

Duane Sharp

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0 of 0 people found the following review helpful. dated informationBy J P SullivanReally in need of update, Windows NT / Token Ring. Provides basic info but dated.0 of 0 people found the following review helpful. A must have!By ETLFor beginners its a great "User guide" on the know how of operating a call center. It gives you an in depth details on the design, IT and other technical issues.

Every customer-facing corporation has at least one call center. In the United States, call centers handle a billion calls per year. Call Center Operation gives you complete coverage of the critical issues involved in the design, implementation, organization, and management of a customer call center. Sharp provides information on advanced technology tools for workforce management, workshop examples for training call center staff, and an analysis of the

significance of the call center to overall corporate customer relationship strategies. A special feature of the book is its focus on call center case studies, describing a number of successful call center strategies and best practices, selected from various business sectors - financial, retail, healthcare, travel, technology, and others. These case studies provide useful guidelines based on successful corporate call centers that will guide you in establishing and maintaining the most effective call center operation for your enterprise.

- Presents key concepts and techniques, including a formal development process, in a real-world context
- Provides extensive management guidelines
- Stresses the importance of staff selection and training

"This book is educational, easy to understand, and not only a must for call center managers, but it will help CSRs understand the significant role they play in the overall operation of a call center, and in their organization's CRM strategies." Janet Sutherland, Senior Consultant, Performance Measurement, Bell Contact Centre Solutions, Toronto, Ontario

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About the Author Duane Sharp, the President of SharpTech Associates, is an electronics engineer (B.Eng. (E.E.)), and registered professional engineer. He has been a corporate communications consultant in the IT sector for over 30 years. Duane is the author of numerous articles on technology published in trade professional publications and of two other books on technology topics. He is also active in the greater Toronto high-tech community.