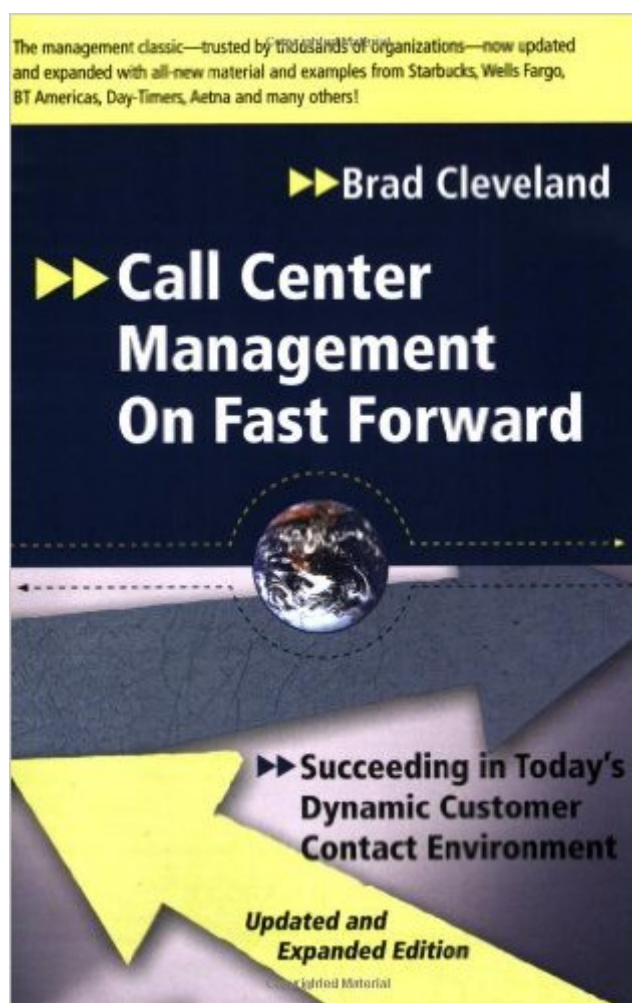


The book was found

# Call Center Management On Fast Forward: Succeeding In Today's Dynamic Customer Contact Environment (2nd Edition)



## Synopsis

The industry's No. 1 selling book on call center management! Now updated and expanded, "Call Center Management on Fast Forward"; is the most comprehensive source available on running a call center. It covers every aspect of call center management - service level, forecasting, scheduling, resource calculations, metrics, quality, budgeting, reporting, strategy and key enabling technologies - in a format that is well-organized and easy to understand. The updated and expanded edition contains important new information, including: Trends in customer expectations; Best practices in performance reports and objectives; How to create an effective customer access strategy appropriate for today's environment; How to manage multichannel contacts with quality; New technologies and how they're changing customer contact services; Improving the call center's strategic impact and ROI; New case studies and examples from Wells Fargo, Starbucks, Aetna and many others.

## Book Information

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## Customer Reviews

I have been in the call center industry for some time and I find that you can't know it all, especially if you are in a large call center where roles are very specific. This book has helped me understand the things that others do and has helped me to advance into other areas. The book is well laid out and explains everything fairly well, but not perfect. The book also gets right to the point of data is important to gather and how to best illustrate that data in a spreadsheet or chart. It has really helped me to better organize my KPI's and focus on just a few important pieces of data instead of having to

sift through piles of numbers. This book has also helped me to become better at workforce management strategies and forecasting. Two areas I had little familiarity with. This book will certainly bring you up to speed quickly. Even after reading and applying everything in the book, I continue to reference it all the time.

This book is an ideal primer for the uninitiated and newly-anointed to call center management. It very clearly breaks down the fundamentals so that inexperienced call center management and staff can better understand the rationale behind management decisions within the center. This should be a "must read" for all new call center Supervisors or Team leaders.

The book provides good tips on modeling of various aspects for the contact centers. I used budget modeling techniques from this book. The built excel model was well perceived by top management because of transparency and insight in all the factors that decrease the productive hours. The budget for this year was much better so the center could cope with the extra large call volumes caused by cold winter in the Netherlands.

This book has everything you need to know about running a call center along with an overview of the main metrics to monitor.

This book is like a text book for all things call center. It is a great book for call center Execs, Managers and Consultants that support the industry. I've also found it great for Representatives and Quality Assurance Coaches who aspire to advance their career. They can learn to talk the same talk and understand metrics in a way that can allow them to take necessary steps to set themselves up for promotion. Brad Cleaveland explains what many think is call center hocus pocus. He goes into detail about metrics, the decisions to make before you set them, understanding what you really want to know. He also talks about myths and best practices, all very helpful. For anyone who works in a call center, this is an extremely helpful resource as a guide, learning tool or reference book to check yourself from time to time. (Especially when someone asks you to explain a metric that you may take for granted.)

In our call center, we were producing results but honestly speaking we were not sure if we were doing a good job or an average job or we were lacking some where. This book helped the entire management team a lot, we were able to streamline our operational as well as QA processes. We

have few inbound projects and we always had concerns where we lacked the exact manning required to handle the call volume, the techniques described in the book helped our operations team to accurately forecast call volume based on historical data in 30 minutes interval and we were able to figure out the exact number of FTEs required to handle the call volume with shrinkage factor added to it.

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