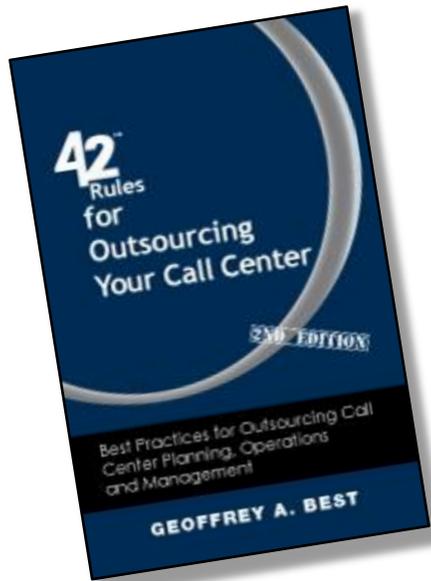


Best Practices for Outsourcing Call Center Planning, Operations and Management



Businesses continue are challenged to find ways to minimize costs and maximize profits while retaining their customers with excellent service. They need to focus on customer retention and realize that running their own contact centers is not their core competence. These businesses need outsourcers that can deliver high customer satisfaction and execute cross-sell/up-sell revenue strategies.



Geoffrey A. Best

42 Rules for Outsourcing Your Call Center (2nd Edition) takes the reader through the entire process from gathering requirements and setting goals, to identifying an outsourcing strategy and understanding and operational capabilities of a outsource partner.

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42 Rules for Outsourcing your Call Center (2nd Edition) is a compilation of real-life problems, lessons learned, pitfalls found, and practical approaches for planning, implementing, and outsourcing call center operations. It provides a path for companies outsourcing their first call center with a logical sequence of steps for moving an existing operation to an outsourced organization. The book is a foundation for anyone considering outsourcing their call center. It starts by asking the question "Why Outsource," then guides the reader with rules from defining the project to selecting a vendor to your first go-live call.

42 Rules for Outsourcing Your Call Center (2nd Edition) is a must-have for all call center managers hoping to improve customer satisfaction, increase customer retention and turn their call center into a revenue generating machine.

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