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The Real-Time Contact Center: Strategies, Tactics, and Technologies for Building a Profitable Service and Sales Operation

Donna Fluss

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Donna Fluss : The Real-Time Contact Center: Strategies, Tactics, and Technologies for Building a Profitable Service and Sales Operation before purchasing it in order to gage whether or not it would be worth my time, and all praised The Real-Time Contact Center: Strategies, Tactics, and Technologies for Building a Profitable Service and Sales Operation:

1 of 1 people found the following review helpful. Metrics have a purpose - but you must measure what is most

important to your customers. By LSAnderson40I spent 10 years running customer service and contact centers as both a leader and consultant. I would say outside of manufacturing, this is one of the most measured things in a company. Who wouldn't be interested in customer metrics as they help you keep tabs on how well you are serving those who can make or break your business. Read these books with a grain of salt and don't go overboard with the metrics. Find the right ones that are appropriate for you and use common sense to drive your business and interactions with customers. 0 of 0 people found the following review helpful. Where have our jobs went? By ben This is what being taught in business institutions across the country. It is a dose of reality shown why most co. / corp outsourcing to India and Asia, and now we ask where have our / US jobs gone to?! 1 of 1 people found the following review helpful. Everything You Wanted to Know About Contact Centers and Were Afraid to Ask By JAMES WETTERAU When someone sent me a copy of this book a year ago, I thought it was going to be light reading for a technologist's coffee table. Then I started to read it. This book truly runs the gamut of all the issues that customer service contact centers face today. The book provides a great introduction to contact centers, their technology and both the business and people issues that contact centers face in the 21st century. People complain with increasing frequency about poor customer service. With great dissatisfaction about call center jobs moving overseas, and service suffering, this book examines all those issues and each chapter gives a list of helpful steps to take to overcome all the obstacles to good customer service. This is a must read if you need to know about these issues or are working in any part of this exploding industry and need to do your job better.

Companies looking for a competitive edge must convert their reactive, cost-laden contact programs into proactive, revenue-generating, "real-time" contact centres. Real-time is a big "buzzword" in the customer service field right now, and this book offers real, practical strategies for turning the call centre into a real-time operation that generates profits. These centres provide an outstanding customer experience, enhance loyalty, create new revenue, reduce expenses, and streamline the flow of information between the center and the rest of the company. "The Real-Time Contact Center" shows how to implement one.

Call Center Magazine: "...a book that makes a powerful argument for turning your call center into the kind of corporate asset that executives only dream about." ""Donna Fluss really gets it. She knows firsthand how to get the most value out of that under-appreciated asset, the contact center. Whether you run a contact center or run a company, in this very practical book, Fluss brilliantly guides you to the best use of your most precious resource: customer contacts." -- Keith Dawson Editorial Director, Call Center Magazine CallCenterMagazine.com ""The Real-Time Contact Center is a great resource for helping contact centers take a proactive approach to sales and service, while reducing operating costs. This book covers all of the hot topics in the industry, and helps readers find the most profitable course for their company. If you're going to read just one book on contact centers, this is the one you should choose." -- Art Schoeller Senior Analyst The Yankee Group ""I truly welcome The Real-Time Contact Center for its comprehensive coverage of the complex web of technology, service, and people that makes up the contact center. In my 25 years in the industry, I have never before come across a book that so thoroughly explores and provides such practical guidance on the crucial areas of contact center strategy and deployment." -- Aleksander Szlam Szlam Enterprises, Inc. (formerly the founder and CEO of Melita International) ""Not only is this the definitive book on the 21st century model for contact centers, but Donna's extraordinary expertise and writing style make this both important and fun to read! Not a bad combination for something so good for your business." -- Paul Greenberg, author, CRM at the Speed of Light" About the Author Donna Fluss is Principal of DMG Consulting LLC, delivering customer-focused business strategy, operations, and technology for Global 2 and emerging companies such as Nortel Networks, RealNetworks, J. Jill Group, Stride Rite, MCI, NICE, HBCS, and Roadway Express. She is a recognized leader and visionary in contact centers and real-time analytics, and a highly sought-after writer and speaker. Ms. Fluss is the author of the industry-leading annual Quality Management/Liability Recording Product and Market Report and the Guide to Successful Contact Center Offshore Outsourcing. She is widely quoted in leading business publications, and writes regularly for Call Center Magazine, ICCM Weekly, Line56.com, Europecontactcenter.com, CRMXchange, Speech Technology, CRM Guru, 1to1 Magazine, and GreaterChinaCRM. She previously was a Vice President and Research Director in Gartner's CRM practice, where she doubled the revenue of the customer-service strategy area, and consulted to more than 3, clients. Ms. Fluss was also a senior manager and leading business transformation and merger expert at Chase Manhattan Bank. For more information, visit the DMG Consulting website, www.dmgconsult.com, or contact Ms. Fluss at donna.fluss@dmgconsult.com.