



Call Center Operations: Profiting from Teleservices

Charles E. Day

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Optimize call center technologies and boost your bottom line. Open up new sales opportunities and improve customer service with today's newest teleservice technologies! *Call Center Operations: Profiting from Teleservices*, by Charles E. Day, puts at your fingertips everything you need to understand computer telephony integration. . . assess available methodologies. . . and pick the ones right for your business needs. This hands-on guide covers all the angles: management and marketing issues such as business-to-business and business-to-consumer campaigns, facility and people resources, and call center organization; network architectures, including ISDN; PBX/ACD functionality; local, long distance and cable providers; and more; automatic and predictive dialing. . . client server technology. . . GUIs and legacy hosts; call center software packages and systems; workload management, forecasting and staff schedule modeling and much, much more!

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