



Call Center Handbook: The Complete Guide to Starting, Running and Improving Your Call Center

Keith Dawson

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This is an authoritative guide to the essentials of establishing and operating an efficient call centre. It covers the full range of topics including buying the right equipment and software, monitoring agents, measuring productivity and enhancing customer relationships. It explains how to run an innovative centre effectively, including the successful use of interactive voice response, fax-on-demand, e-mail and web sites.

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