



## Cases in Call Center Management

By Richard Feinberg, Ko de Ruyter & Lynne Bennington

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. Written by authorities in the call center industry, *Cases in Call Center Management* brings to light the strategic importance of call centers in today's business world. While large corporations have explicit call centers, small organizations, even if they do not designate a part of the organization as a call center, due to changing attitudes toward customer service, in practice have call centers. As interactions with customers move away from person-to-person to other interactive media options, the call center is emerging from the shadows to become a vital force for corporate marketing and communication. *Cases in Call Center Management* covers a gamut of topics by examining real call centers in action and how managements at those centers have dealt with key call center issues. The book is rounded out with a section on resources that will provide hundreds of ideas to accentuate your current call center. Both a practical guide and an exhaustive reference, This book is an investment in the future success of your customer service operations. Printed Pages: 366.



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