



Call Center Management

1.0 Setting Up and Staffing a Call Center

- 1.1 The Basics of Call Centers
- 1.2 Guidelines for Setting up Call Centers
- 1.3 Chapter Summary

2.0 The Technology Behind Call Centers

- 2.1 Call Center Technologies and Hardware
- 2.2 Managing Call Loads and Staffing the Call Center
- 2.3 Chapter Summary

3.0 Dealing with Turnover and Motivating the Team

- 3.1 Managing Turnover
- 3.2 Motivating the Call Center Team
- 3.3 Dealing with Stress
- 3.4 Training Employees
- 3.5 Chapter Summary

4.0 Managing Employees

- 4.1 Effective Communication
- 4.2 Performance Reviews
- 4.3 Tools used for Monitoring Employees
- 4.4 Chapter Summary

5.0 Managing Customers

- 5.1 Managing Customer Expectations
- 5.2 The Basics of CRM (Customer Relationship Management)
- 5.3 Chapter Summary

6.0 Focusing on Service

- 6.1 Defining Service Goals and Levels
- 6.2 Steps for Achieving Service Levels
- 6.3 Understanding Reports
- 6.4 Chapter Summary

7.0 Communicating with Senior Management

- 7.1 What Senior Management Needs to Know
- 7.2 Communications Guidelines
- 7.3 Chapter Summary