



Executive Summary – Contact Centres Today

In an age where customer service is compulsory for a successful business, understanding how to effectively manage a company's interactions with its clients and prospects has never been more important. High quality communication with customers is a critical mainstay of the business. It is the contact centre that often represents the epicentre of good customer relationship management. Developing a customer service strategy that can balance costs, revenues generated and provide quality successfully is the key.

This paper aims to give an insight to the role of contact centres in a multi-channel environment, across multiple locations. It will define contact centre technologies used today and an example of a contact centre's architecture. It will also provide a structured, strategic 'health check' list for implementing a successful contact centre.

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