

The new and revised friendly guide to profitable call center management –

Call Centers FOR DUMMIES, 2nd edition is now in bookstores across Canada and the US!

This guidebook of call center wisdom has been revised and renewed by the partners from Toronto-based SwitchGear Consulting - a change leadership and coaching team for contact centers, and includes new material on:

- Developing a coaching culture
- Mastering change in your organisation
- Improving your customer satisfaction scores
- Choosing the best outsourcing option
- Setting up a successful home agent program
- Getting the newest and coolest technology for your call center

What can you expect from this book?

In the 1st edition, Réal Bergevin clearly laid out his approach to call center management while covering a wide range of related topics. Advancements in technology and the growing influence of the internet, has resulted in change and complexity coming to call centres at a fast and furious pace. This presented the opportunity to write a 2nd edition to address these relevant developments.

The Authors



Bruce Simpson Afshan Kinder Winston Siegel

Who should read this book?

For front line leaders, this book is a road map on how to run a call center. Support groups will gain deeper understanding of the operational challenges that face call centers. Senior Executives will glean best practices from successful call centres. Last but not least, debutants to the industry will learn the nuts and bolts of running a world-class call centre operation!

If you'd like to get your hands on a copy of the new release:

This book will be available across major book stores in Canada and the US, the week of April 12th 2010 or visit www.switchgear.ca to learn how you could get a free copy of the book.

