

# Call Center Management on Fast Forward: Succeeding in the New Era of Customer Relationships (3rd Edition)

Brad Cleveland



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## **Call Center Management on Fast Forward: Succeeding in the New Era of Customer Relationships** (**3rd Edition**) Brad Cleveland

Call Center Management on Fast Forward is the most widely read book on contact center/call center management available today. Trusted for its accuracy, clarity and proven guidance, it has become required reading in organizations around the world. Now, this third edition is updated and expanded to include social media, evolving customer expectations, new performance objectives and metrics, the contact center s evolving role in strategy, and much more! You'll learn how to: \*Improve customer experiences \*Build a team equipped with the right know-how \*Achieve service level with quality \*Maximize the contact center s strategic value \*Win top management s support

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