



# Cases in Call Center Management: Great Ideas (Th)at Work (Ichor Business)

*Ko De Ruyter, Richard Feinberg*

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Written by authorities on 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 the gamut of topics by examining real call centers in action and how managements at those centers have dealt with key call center issues.

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