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Contact Center Management

From Complaint Department to Value Center

Jan Smets

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Territory	World excluding Belgium, The Netherlands, France, Switzerland & Scandinavia
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- Insider's view on an often-ignored centre of value creation
- Steers clear of vague slogans and clichés
- Grounded in reality and years of experience

Call centres are no longer the ugly duckling in your company. How do contact centres create value to company and client? Has social media killed our contact centres? How do we throw off the negative aura surrounding contact centres? Judging by the amount of employees in the contact centres of today's companies, one cannot simply overlook their importance to sales, marketing and customer service. Yet somehow still the cliché lives on that customers don't like these out-of-touch, impersonal contact centres. But how do these clichés stand up to the test of reality? *Contact Center Management* is an investigation into the stereotypes surrounding the sector. As it steers clear of hollowed-out theory and vague slogans, it offers a grounded approach to the creation of value for your company as well as for any client.

Jan Smets is Director Customer Care at Belgian mail organisation bpost and manager of the organisation's three contact centres. Before that, he was at the head of the customer service department at Belgacom, which makes up one of the largest contact centre organisations in Belgium. He is a highly sought-after speaker and lecturer.

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