

World Class Call Center

What makes world class call centers wildly successful with great first call resolution, employee satisfaction, customer satisfaction, and low cost per call resolution performance?

Mike Desmarais shares call center industry first call resolution, employee and customer satisfaction research and best practices that world class call centers use to achieve outstanding results.

Discover best practices and radical new thinking on:

- ① Why the call center's primary role is about retaining vs. creating new customers
- ① Why FCR is the silver bullet metric and how to improve your FCR
- ① World class call center metrics and standards
- ① Ways that technology can be used to improve first call resolution
- ① Why serious investment in call escalation pays dividends
- ① How and why quality assurance needs to incorporate customer feedback
- ① How to manage your outsourcers and work-from-home CSRs
- ① Why bonus and recognition programs need 100% focus on customer satisfaction
- ① Quantifying the amount of CSR coaching needed and how that time is spent
- ① Methods to select, train, promote and retain the best CSRs
- ① A process for improving first call resolution and customer satisfaction performance

What world class leaders are saying about the book:

"This is a *must read* for all who are dedicated to transforming their call center into a world class call center through the power of first call resolution."

- Mike Hayes, Senior Vice President, Scotiabank

"Brilliant reasoning and shared best practices on how to achieve world class first call resolution and customer satisfaction."

- Laura Costa, Senior Vice President, Vision Services Plan

"This book provides great insights on how to use voice of the customer feedback for improving the call center's people, process and technology practices."

- Gloria Pegurri, Vice President Service Delivery, Blue Cross Blue Shield Massachusetts



Mike Desmarais, Founder and President of SQM Group, is considered North America's leading authority on measuring, benchmarking and improving call center first call resolution performance. SQM Group has over 70% of their tracking clients improve their call center first call resolution performance year over year, which they are very proud of this accomplishment.

ISBN 978-0-9612041-0-9

Cover design by Leanne Christie
Published by Service Quality Measurement Group
4611 23rd Street
Vernon, B.C. V1T 4K7
www.sqmgroup.com

