



Call Center Continuity Planning

Jim Rowan, Sharon Rowan

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A disruption in your call center operation can conceivably cost you hundreds of thousands of dollars. And multiple disruptions can cost in the millions. Call Center Continuity Planning shows you how to plan for - and avoid - service interruptions through disasters large and small. This book will show you how to deal with everything from power outages to major hurricanes.

Should you use external Call Volume Management (CVM) solutions such as pre-established procedures for disaster call routing? Or, should you use internal solutions such as planning for a company cold site, virtual call center, or use of the excess capacity of your other call center during emergency?

What about managing call volumes to cope with non-emergency seasonal or time of day peaks? Can you use your call centers minimum daily overflow of calls as a benefit rather than a problem? What is involved in contracting to outsource call handling to another call center in terms of effectiveness, expertise, technology, and human resources - and what advanced call processing techniques are available?

Call Center Continuity Planning answers all these questions and more. It also provides detailed information on the concept of CVM, that treats the volume of calls as a fluid, that can be channeled from one place to another via computer-managed switching. Your Call Volume Management system acts like a series of aqueducts to manage the floodwaters of incoming calls before your call-takers are swept away.

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