

Part One: The New Era of Customer Experience

Chapter 1: New Role, Strategic Opportunities

Chapter 2: The Blueprint—Your Customer Access Strategy

Chapter 3: Three Driving Forces in Contact Centers

Chapter 4: Accessibility, a Core Value

Part Two: Resource Planning

Chapter 5: Acquiring Necessary Data

Chapter 6: Forecasting Customer Workload

Chapter 7: Determining Base Staff and System Resources

Chapter 8: Successful Scheduling

Part Three: Understanding Contact Center Dynamics

Chapter 9: How Contact Centers Behave

Chapter 10: Communicating Requirements to Senior Management

Chapter 11: Real-Time Management

Part Four: Elevating Quality and Performance

Chapter 12: Establishing the Right Objectives and Metrics

Chapter 13: Boosting the Contact Center's Value