

## SHAKESPEARE, THE COMEDY OF ERRORS

As surely as the laws of physics define the realities of air travel, fundamental principles govern contact centers. Misunderstanding or ignoring these principles leads to inconsistent service, demoralized employees, excessive costs, and poor customer experiences.

Six “immutable laws” are at work in any center that handles inbound contacts. They are immutable because they always have been and always will be true. All are driven or at least