

Part One: The New Era of Customer Experience

To succeed in today's fast-evolving environment, you must understand the landscape: empowered customers, multiple communication channels, and the heightened impact of customer experience on the organization's results and reputation. To those who acquire the right professional skills and knowledge, contact centers offer significant leadership and management opportunities.

Chapter 1: New Role, Strategic Opportunities

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."