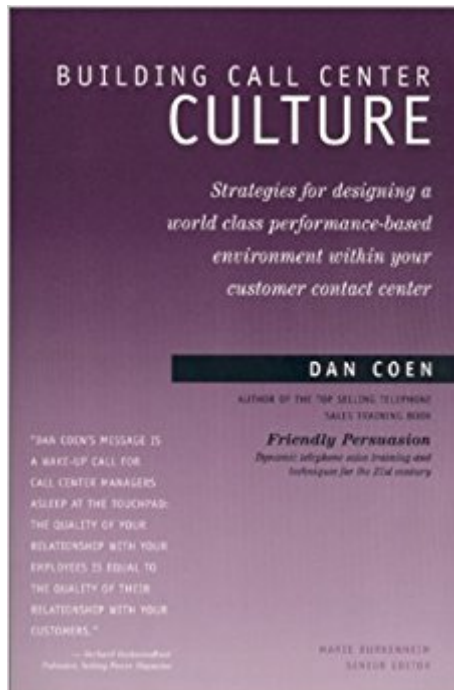




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# Building Call Center Culture



## Synopsis

Book by Coen, Dan

## Book Information

Paperback: 200 pages

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Language: English

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Average Customer Review: 4.2 out of 5 stars 18 customer reviews

Best Sellers Rank: #1,049,584 in Books (See Top 100 in Books) #82 in Books > Business & Money > Marketing & Sales > Marketing > Telemarketing #1047 in Books > Business & Money > Marketing & Sales > Customer Service #2611 in Books > Business & Money > Marketing & Sales > Sales & Selling

## Customer Reviews

Building Call Center Culture goes beyond most management books. Why? Because this book explores the "human element". Most books about the customer contact center study technology, setting up call centers, the industry, etc. This book takes "people supervision" as its central theme and builds upon it. Dan Coen, the author, is an industry expert with a creative mind. He thinks "out-of-the-box". Mr. Coen believes that supervising people, not the technology people use, is what makes a call center tick! Building Call Center Culture will help your supervisors, team leads and manager build world-class, effective, and fun programs for your call center. Whether you have 2 employees on the telephone or Internet, or 2000 employees, this book is a great addition to your business and your staff.

I am excited about Building Call Center Culture. I have seen far too many supervisors and team leads fail to understand how to manage and motivate employees. Consequently, I have seen managers and Vice Presidents suffer at building culture, feedback, contests and success. This book will help management better supervise those employees that use the Internet and the telephone. It teaches call centers how to add culture and prosperity through people.

I am a CRM consultant who bought the book to round out his knowledge of call center operations. It is very folksy but is not the least bit stimulating. This book might be valuable but only if you are a hands-on call center manager with zero people skills. It is also a VERY boring read.

This book needs an editor as the author often belabors the point. As a result I lost interest after chapter 3. It's a lot of work to read this book!

This book is real life. I have spent 15 years managing call centers throughout the United States and Dan Coen puts it all on paper in a way everyone can understand. There isn't a manager out there that can't relate to what this book says about agents, upper management, and the environment of the call center in general. Dan uses analogies from sports to American history to get his point across, that building the proper culture will be the difference between a mediocre call center and a world class call center. Whether you are a seasoned call center manager or just starting out, this book is something that should be in your library. Dan tells great stories of his own experiences in the call center, such as the white-out story, that reminds me of the wild things that happen on the sales floor. Give it to your supervisors and team leaders to read. It can only help them.

and have limited experience in call center management, then this book may be of some value. If you are a reasonably experienced supervisor or manager in a decent organization, this book will be of little to no value. If you are new to management in a call center, and don't feel you've been part of quality organizations in the past, you may glean a few best practices from this book. The writing though is truly wretched. Words are embarrassingly misused throughout the book, and the overall writing quality is poor enough to be a constant distraction. This book is only for the truly desperate. There are so few books specifically on call center management, I decided to order this for myself without reviewed a copy. It was a mistake. Note that the book is self-published by the author. No reputable publisher would have published this.

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This is a terrific book for call center managers. It has more detailed information in it then I ever expected. Call Center Management is a challenge. It isn't easy supervising people who never wanted to do this job in the first place. Throughout the book I came away extremely impressed with how many contests, management practices programs and games can be utilized to build a better culture for the call center. Among other things I was amazed at the detailed information. It's clear the author really has thought out the programs and then developed strategies to make them work. Great job!

Until this book, I had not read a call center management book that was so right on the money. This book deals with supervising people. I manage a team, and the things that happen in my "real life" are talked about in the book. Building feedback, putting together teams, creating contests and supervising new reps. It's all here. Very well done! A real targeted book about the human aspect of the call center.

I've read this book twice and took notes the whole way through. Very well written. It's clear the author understands the call center inside and out. His techniques on how to supervise people are well thought out. The books deals with the human element of call centers, and that's what the call center is all about. Very on the money! I'm buying copies for my team leads."

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