



## 2008 Call Center Leadership Series Product Catalog

*From the Call Center Learning Center*

### **Resources for the management and operations of contact centers**

Centerserve is the world's leading supplier of call center benchmarking reports and research-based toolkits. Centerserve conducts annual research projects that have involved more than 700 call centers from 50 countries and also sponsors the Call Center Learning Center ([www.call-center.net](http://www.call-center.net)), the Web's most comprehensive site for call center resources. Centerserve's products include research and benchmarking reports as well as toolkits for project leaders and consultants.

Centerserve  
1367 South Garfield Avenue  
Loveland, Colorado, USA 80537  
Phone: 970-669-6554 • Fax: 970-669-7005  
Email: [questions@centerserve.com](mailto:questions@centerserve.com)



# The Complete Call Center Business Performance Series

## Call center measurement

Benchmarking your call center performance

### Best Practices Benchmarking Reports

Lessons learned from more than 250 companies in call center management and technology. Includes contact center model, best practices, performance metrics and improvement initiatives.

### Call Center Measurement Toolkit

Easy to use guidelines and worksheets for assessing and benchmarking call center performance, with complete guides on how to establish the right measures.

## Call center operations and management

Motivate agents and improve retention

### Motivating Agents Toolkit

A comprehensive guide for understanding what motivates your agents and how you can improve performance. Interactive assessments are included that allow you to find the root cause of low agent productivity and reduce your turnover rate.

Monitor calls and improve agent productivity

### Quality Monitoring Toolkit

A complete guide to implementing or improving a quality monitoring (call monitoring) program and integrating it into operations with the Quality Monitoring Lifecycle and a research-based scorecard.

Plan a new contact center or improve an existing center

### Call Center Planning and Design Toolkit

A comprehensive guide to call center strategy, planning and design; an excellent resource for new contact center start-ups, existing call center improvement and future planning; includes detailed templates and planning roadmaps.

Reduce costs in your call center operations

### Controlling the Cost of Call Center Operations

A systematic approach to expense reduction; over 50 initiatives to cut costs, including short-term quick-hits, mid-term-tactics and long-term strategies; checklists, worksheets and framework roadmap.

Train your call center

### Call Center Training Toolkit

The most comprehensive strategy and planning guide for creating a training program for your call center.

Outsource your entire call center or specific functions

### Outsourcing Toolkit

A comprehensive guide for making outsourcing decisions, conducting a needs assessment, identifying and selecting an outsourcing partner, and establishing a service level agreement.

*Our guarantee: Centerserve stands behind every product with a 100% satisfaction guarantee – no exceptions. If you are not completely satisfied, return the product for a complete refund within 30 days. Only shipping charges are non-refundable.*

# 2007 Best Practices Benchmarking Reports

**250 contact centers share best practices in operations, management and business processes.**

The *2007 Call Center Best Practices Reports* provide a comprehensive view of the changing environment in the contact center industry. Find out what is working (and what is not working) as call center managers strive to reduce costs and improve service quality.



Participants from over 50 countries and a variety of industries including electronics and communications, health care, financial services, utilities, insurance, consumer goods, banking, government, education,

manufacturing, services and hospitality contributed to the study, answering more than 200 questions to provide over 130 total pages of management insights.

Example topics include:

- top KPIs and performance benchmarks by industry
- improvement initiatives and changes with the greatest impacts on call center costs and performance
- key factors that motivate agents
- "must-do" and "must-not-do" items for supervisors
- top quality monitoring programs
- cost data including average wages from each region
- and many others

The latest editions of Centerserve's Call Center Best Practices Benchmarking Reports present trends from four studies over the past eight years. The reports provide quick, actionable steps for call center managers seeking to increase revenue, reduce costs and improve service quality.

## Benchmarks in Call Center Operations

**\$429**

Style: electronic PDF  
Pages: 50  
Figures: 45

- Performance objectives and results (KPIs)
- Past improvement initiatives
- Future directions and improvements
- Reporting and analytics
- Home-based/remote agents
- Demographics

## How to be a Great Call Center Manager

**\$399**

Style: electronic PDF  
Pages: 46  
Figures: 36

- Management practices: Supervisors/team leaders
- Management practices: CSRs/agents
- Hiring and recruiting
- CSR/agent training
- Motivation and incentive programs
- Communication
- Home-based/remote agents
- Demographics

## Improving Call Center Business Processes

**\$349**

Style: electronic PDF  
Pages: 37  
Figures: 35

- Workforce management
- Quality monitoring
- Process improvement
- Outsourcing
- Demographics

Sponsors of the  
2007 Call Center Best Practices Reports

**STRATEGIC CONTACT**



**Order all three reports and save 15%!**

**BEST PRACTICES PACKAGE  
ONLY \$999**

# Motivating Call Center Agents

## How to increase agent productivity and retention

**\$429**

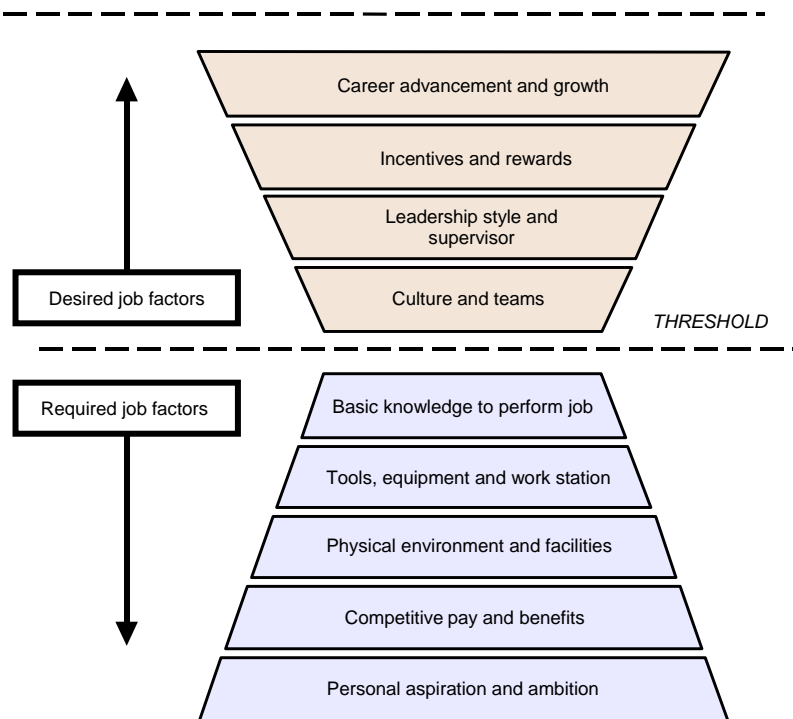
Style: binder / CD  
Pages: 254  
Templates : 29  
Models : 12

***A nuts-and-bolts guide to discovering what really motivates your agents and how to do it***

When it comes to call center incentive and motivation programs, one size does *not* fit all. Prosci's *Motivating Call Center Agents Toolkit* will help you discover what really works to inspire and motivate *your* call center agents. The motivation process roadmap and a set of in-depth assessments will help you to evaluate the current state of your call center, prioritize your greatest opportunities for improvement and integrate a plan that aligns with your call center strategy to create a truly motivating call center environment.

**This toolkit has been specifically designed to help call center managers and supervisors:**

- Increase productivity
- Motivate agents
- Reduce turnover



### The Threshold Model:

- Enables you to create a **customized plan** for motivation, retention and productivity
- Drives the methods of motivation in your call center
- **Illustrates what you should do first** to motivate and inspire your agents, and when to take various steps in the process
- Provides you with the **"hard numbers" to prove** which job factors are most important and problematic in your call center

# Call Center Training Toolkit

*Strategies and plans for call center training development*

**\$349**

Style: binder / CD  
Pages: 193  
Figures: 13  
Checklists: 44

The *Call Center Training Toolkit* is the definitive guide for creating a training program for your call center. The toolkit provides a methodology and guidelines for developing a call center training curriculum and organization that considers efficiency, effectiveness, quality, quantity, time and cost of training. For call centers with existing training groups, this toolkit provides a format for evaluating the strategy, needs, content, and delivery methodology for your training program. The toolkit includes checklists, guidelines and templates to make sure that you are on the right track.

## This toolkit is ideal if you...

- are starting a completely new call center and need a training program
- want to upgrade your existing training to a world-class organization
- are taking over the responsibility for training from someone else

## Training Development Roadmap

- Strategic perspective
- Management perspective
- Training perspective
- Learners' perspective
- Delivery and evaluation perspective

The toolkit is designed to help you completely overhaul your training program or design a training program from scratch.

# Call Center Outsourcing

*Strategies and plans for successful call center outsourcing*

**\$279**

Style: binder / CD  
Pages: 200  
Templates: 5  
Figures: 36  
Pages: 200

The *Call Center Outsourcing Toolkit* is designed for use by organizations that are considering or have already made a decision to outsource call handling. The toolkit provides an in-depth and easy-to-follow process for selecting a qualified outsourcing partner and then managing a **win-win relationship**. This toolkit guides you through a logical process beginning with the outsourcing **decision** and ending with a **service level agreement**. Key document templates included are: needs assessment, request for proposal, and service level agreement.



Some call centers enter an outsourcing arrangement without fully understanding their own needs and operations.

The *Outsourcing Toolkit* will help you answer key questions like:

- Why should I outsource?
- What are the benefits?
- Will my customers be satisfied?
- What are the business risks?
- How can I select the right outsourcing partner?
- How do I create a service level agreement (SLA)?

# Controlling the Cost of Call Center Operations

**\$299**

Style: binder / CD  
Pages: 164  
Figures: 16  
Worksheets: 10  
Strategies: 52

## *How to cut costs in your call center*

*Controlling the Cost of Call Center Operations* provides a systematic approach to reducing your costs. With this toolkit, you will critically examine multiple channels for reducing expenses. The outcome is a set of identified and prioritized cost saving initiatives that are most suited for your situation.

*“A truly comprehensive guide for reducing call center costs. A resource with this perspective is long overdue.”*

Gerald Tschikof  
Founder, Center Partners



Images from Design Gallery Live – image copyright © 2004 Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052-6399 U.S.A. All rights reserved.

### **This toolkit is ideal if you...**

- Need to reduce the cost of your call center operations
- Are under pressure to deliver the same level of service with fewer resources
- Are faced with increasing costs in your call center
- Need to manage peak calling periods or seasons without ‘breaking the bank’
- Could benefit from over 50 initiatives to lower your costs

### **Content overview**

Reducing handle time  
Reducing the cost of resources  
Reducing the volume of contacts  
Cost control worksheets  
Three types of cost control initiatives  
Prioritization worksheet  
Topic look-up

In the toolkit you receive a master roadmap diagram that shows the framework for cost reduction initiatives including:

- lowering **handle time** (e.g., talk time plus after-call work time for a phone call)
- reducing **resource costs** for handling contacts (fully loaded cost per unit time – e.g. cost per minute)
- decreasing total **volume of contacts** (volume of inbound contacts for all media)

# Call Center Measurement Toolkit

**\$289**

Style: binder / CD  
Pages: 189  
Figures: 55  
Tables: 9  
Equations: 8

***A no-nonsense guide for measuring and benchmarking call center performance***

Prosci's *Call Center Measurement Toolkit* is an indispensable tool that will teach you how to assess and improve the performance of your call center. By providing common definitions of terms and a complete overview of performance measures for contact centers, the toolkit will promote your understanding of the functions and procedures that will enhance your call center performance and boost its efficiency.

***"... useful and pertinent information that every call center manager can use at their fingertips"***

Doug Helvig  
Cohen Brown Management Group

## **Measurement areas in the toolkit:**

- abandon rate
- availability
- agent utilization
- average speed of answer (ASA)
- contact volume
- costs
- customer satisfaction
- handle time
- one call resolution rate
- quality monitoring
- schedule adherence
- service level
- span of control
- turnover rate



## **In the Call Center Measurement Toolkit, you will find:**

- in-depth templates, graphs and guidelines to help you understand the definitions of each call center measurement
- explanations of different industry perspectives on each area of call center management
- methods to accurately benchmark your results against industry data
- recommendations and ideas you can act on immediately to initiate improvement projects
- tips for improving your call center benchmarking results
- formulas for determining when you have made accurate and valid comparisons

# Call Center Quality Monitoring Toolkit

**\$349**

Style: binder / CD  
Pages: 181  
Templates: 5  
Checklists: 9  
Worksheets: 5

***How to monitor and ensure quality customer experiences***

Prosci's *Quality Monitoring Toolkit* is the most complete guide available for quality monitoring. Whether you are just starting a new program for monitoring contacts, or need to overhaul your current call monitoring program, this toolkit provides definitive guidelines and templates for both phone and multi-media contact monitoring. Using research data from more than 250 call centers, the toolkit includes benchmarking results that will make your quality monitoring program a success.



This toolkit has been designed to help call center managers and supervisors:

- Create the best possible quality monitoring program.
- Integrate quality monitoring with hiring and training programs.
- Use industry-proven criteria for scoring agents.
- Learn the must-do and must-not-do items for providing feedback to employees.
- Select the best quality monitoring process for your call center.

## Toolkit contents

1. Quality monitoring methods
2. Agent perception
3. QM lifecycle
4. Monitoring contacts
5. Agent feedback
6. Training and coaching
7. Survey criteria
8. Implementation checklists

### Basic

▲  
Walk-around  
Side-by-side  
Plug-in  
Silent monitoring  
Record and review  
Voice and screen

### Sophisticated

This toolkit will help you:

- Build a quality monitoring program that agents will support.
- Create a complete monitoring process with integrated feedback loops to agents, supervisors, training and hiring.
- Develop a quality monitoring scorecard that is not only useful to your agents but also improves your levels of customer service.

# Call Center Planning and Design Toolkit

**\$389**

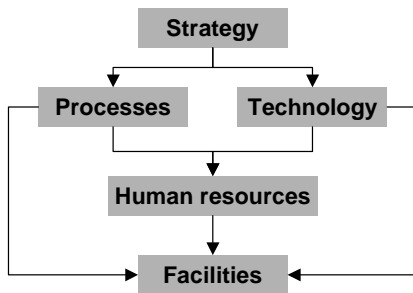
Style: binder / CD  
 Pages: 258  
 Figures: 15  
 Templates: 12  
 Checklists: 11

***A blueprint for building a successful contact center***

The *Call Center Planning and Design Toolkit* is your guide for creating a world-class contact center. Developed in collaboration with industry leaders in the call center field, Vanguard Communications\*, the *Call Center Planning and Design Toolkit* is the definitive guide for creating the best possible contact center for your organization.


The toolkit provides:

- A planning checklist and design guidelines for successfully setting up a new call center or redesigning your existing call center
- The approach and tools to help you create a contact center strategy and manage the implementation effectively



**This toolkit is ideal if you...**

- Are starting a completely new call center
- Are consolidating call centers
- Want to upgrade to a world-class contact center from your existing call center
- Are taking over call center implementation
- Are managing a portion of a new call center implementation
- Have one call center and need to open an additional location
- Are looking for a better understanding of the components of an effective call center

<p><b>Planning Roadmap</b></p> <ul style="list-style-type: none"> <li>• Guides you through the key activities for creating a world-class call center.</li> <li>• Planning roadmaps enable you to quickly identify required elements for your call center.</li> </ul>	 <p>The planning roadmap and the master planning guide include:</p> <ul style="list-style-type: none"> <li>• Getting Started</li> <li>• Business Strategy</li> <li>• Processes</li> <li>• Technology</li> <li>• Human Resources</li> <li>• Facilities</li> </ul>	<p><b>Master Planning Guide</b></p> <p>The Master Planning Guide is the answer to the question “Where do I start?” Planning tables and checklists will help you identify and keep track of the multitude of activities that must be done.</p> <p>Master planning guides for strategy, process, technology, HR and facilities provide you with checklists and project management control.</p>
--	---	--

\*Vanguard Communications Corporation can be reached at [www.vanguard.net](http://www.vanguard.net).

# Call Center Leadership Series

## 2007 Call Center Best Practices Report – Benchmarks in Call Center Operations - \$429

Featuring data from 250 contact centers worldwide, this report includes 50 pages of operations insights to improve your center's performance. This section focuses on the top KPIs and performance by industry.

## 2007 Call Center Best Practices Report – How to be a Great Call Center Manager - \$399

With data collected from 250 organizations from over 50 countries, this report includes 46 pages of management insights to improve your center's performance, focusing on management of call center employees including recruiting, hiring, training and motivating agents.

## 2007 Call Center Best Practices Report – Improving Call Center Business Processes - \$349

With data collected from 250 organizations from over 50 countries, this report includes 46 pages of management insights to improve your center's performance, focusing on management of call center employees including recruiting, hiring, training and motivating agents.

## Call Center Outsourcing Toolkit - \$279

With the processes presented in this toolkit, you will work through the steps needed to make an effective and successful outsourcing decision.

## Call Center Measurement Toolkit - \$289

Learn how to assess and improve the performance of your call center with common definitions of terms and a complete overview of performance measures.

## Controlling the Cost of Call Center Operations - \$299

Critically examine multiple channels for reducing expenses to determine a set of identified and prioritized cost saving initiatives that are most suited for your contact center.

## Call Center Quality Monitoring Toolkit - \$349

Providing definitive guidelines and templates for both phone and multi-media contact monitoring, this toolkit provides you with a complete guide to creating a successful quality monitoring program.

## Call Center Training Toolkit - \$349

The toolkit provides a methodology and guidelines for developing a call center training curriculum and organization that considers efficiency, effectiveness, quality, quantity, time and cost of training.

## Call Center Planning and Design Toolkit - \$389

The definitive guide for creating the best possible contact center for your organization, this resource provides all of the tools necessary to create a strategy and manage the implementation effectively.

## Motivating Call Center Agents Toolkit - \$429

Discover what truly motivates and inspires your call center agents by assessing your call center and creating a customized plan for increased productivity and retention.

# Call Center Business Performance Packages

Find a call center package to meet your needs and **save 20-25% off the list price!**

## 2007 Best Practices in Operations and Management Package - \$999

Get the latest and greatest in call center operations and management from 250 companies. This combo features the 2007 editions of the best practices report, giving you the most up-to-date look at what is happening in all aspects of call centers across the globe.

- 2007 Call Center Best Practices Report – Benchmarks in Call Center Operations
- 2007 Call Center Best Practices Report – How to be a Great Call Center Manager
- 2007 Call Center Best Practices Report – Improving Call Center Business Processes

## Call Center Measurement Package - \$575

The combination of these products will help you get the most out of measurement in your call center. You will learn what to measure in your call center to improve your performance and compare your practices and performance against other call centers in your industry and worldwide.

- Call Center Measurement Toolkit
- 2007 Call Center Best Practices Report – Benchmarks in Call Center Operations

# Call Center Business Performance Packages

Find a call center package to meet your needs and **save 20-25% off the list price!**

## Call Center Evaluation Package - \$1,160

*Find out how your call center is doing on the inside and the outside. These toolkits combined will allow you to do a comprehensive assessment of the current state of your call center, including evaluating your performance metrics and your methods of agent motivation and retention.*

- 2007 Call Center Best Practices Report – Benchmarks in Call Center Operations
- 2007 Call Center Best Practices Report – How to be a Great Call Center Manager
- Call Center Measurement Toolkit
- Motivating Call Center Agents Toolkit

## Optimize Productivity Package - \$1,133

*Enable your agents to succeed in their job. With this package you will learn what motivates and inspires them to do their best work, how to give them necessary feedback on their individual performance, and how to accurately measure your call center's performance to identify areas for improvement.*

- Motivating Call Center Agents Toolkit
- Call Center Quality Monitoring Toolkit
- Call Center Measurement Toolkit
- 2007 Call Center Best Practices Report – Improving Call Center Business Processes

## Call Center Management Package - \$1,645

*Maintaining a quality call center is not easy. These resources will help you to overcome problems and issues that arise to become a more efficient and productive call center.*

- Motivating Call Center Agents Toolkit
- Controlling the Cost of Call Center Operations Toolkit
- Measurement Toolkit
- Quality Monitoring Toolkit
- 2007 Call Center Best Practices Report – Benchmarks in Call Center Operations
- 2007 Call Center Best Practices Report – How to be a Great Call Center Manager

## Call Center Startup Package - \$2,085

*Whether you are starting a new call center or redesigning an existing call center, this combo gives you all the resources you need to be adequately prepared. You'll get detailed steps and best practices for establishing your own strategy and processes to maximize performance and productivity.*

- Planning and Design Toolkit
- Motivating Agents Toolkit
- Measurement Toolkit
- Quality Monitoring Toolkit
- Training Toolkit
- 2007 Call Center Best Practices Report – Benchmarks in Call Center Operations
- 2007 Call Center Best Practices Report – How to be a Great Call Center Manager
- 2007 Call Center Best Practices Report – Improving Call Center Business Processes

## Complete Call Center Series - \$2,490

*Save 30% off the list price when you purchase the complete call center business performance series.*

- Motivating Agents Toolkit
- Controlling the Cost of Call Center Operations Toolkit
- Measurement Toolkit
- Quality Monitoring Toolkit
- Planning & Design Toolkit
- Training Toolkit
- Outsourcing Toolkit
- 2007 Call Center Best Practices Report – Benchmarks in Call Center Operations
- 2007 Call Center Best Practices Report – How to be a Great Call Center Manager
- 2007 Call Center Best Practices Report – Improving Call Center Business Processes

# Centerserve Call Center Leadership Series Product Order Form

Choose one of four easy order options:

1. **Order online** at [www.call-center.net](http://www.call-center.net)
2. **Call in** your order to 970-669-6554
3. **Fax** your order to 970-669-7005
4. **Mail** your completed order form to: Centerserve, 1367 South Garfield Avenue, Loveland, CO 80537

### Benchmarking Reports

\_\_\_ **2007 Call Center Best Practices – Benchmarks in Call Center**

**Operations - \$429**

\_\_\_ **2007 Call Center Best Practices – How to be a Great Call**

**Center Manager - \$399**

\_\_\_ **2007 Call Center Best Practices – Improving Call Center**

**Business Process - \$349**

### Management Toolkits

\_\_\_ **Call Center Outsourcing Toolkit - \$279**

\_\_\_ **Call Center Measurement Toolkit - \$289**

\_\_\_ **Controlling the Cost of Call Center Operations - \$299**

\_\_\_ **Call Center Quality Monitoring Toolkit - \$349**

\_\_\_ **Call Center Training Toolkit - \$349**

\_\_\_ **Call Center Planning & Design Toolkit - \$389**

\_\_\_ **Motivating Call Center Agents Toolkit - \$429**

### Business Performance Packages – Save 20-25% off list price!

\_\_\_ **2007 Best Practices in Operations and Management Package - \$999**

*(includes Best Practices – Operations, Manager and Business Processes)*

\_\_\_ **Call Center Measurement Package - \$575**

*(includes Measurement Toolkit and Best Practices – Operations)*

\_\_\_ **Call Center Evaluation Package - \$1,160**

*(includes Measurement Toolkit, Motivating Agents Toolkit, Best Practices – Manager and Best Practices – Operations)*

\_\_\_ **Optimize Productivity Package - \$1,133**

*(includes Motivating Agents Toolkit, Quality Monitoring Toolkit, Measurement Toolkit and Best Practices – Business Processes)*

\_\_\_ **Call Center Management Package - \$1,645**

*(includes Motivating Agents Toolkit, Cost Control Toolkit, Measurement Toolkit, Quality Monitoring Toolkit, Best Practices – Manager and Best Practices – Operations)*

\_\_\_ **Call Center Startup Package - \$2,085**

*(includes Planning and Design Toolkit, Motivating Agents Toolkit, Measurement Toolkit, Training Toolkit and all three Best Practices Reports)*

\_\_\_ **Complete Call Center Series - \$2,490 – save 30%**

*(includes all three Best Practices Reports and all 7 Toolkits)*

### Address:

Name: _____	Company: _____
Street Address: (No P.O Boxes) _____	
City: _____	State: _____
Country: _____	Zip: _____
Phone: _____	Fax/email: _____

### Payment Method:

Invoice ___	Wire Transfer ___	Purchase Order Number: _____
VISA ___	Mastercard ___	AMEX ___    Discover ___    Diners ___
Card Number: _____		
Expiration Date: _____		
Cardholder Name: _____		

### Shipping:

- \_\_\_ US only:    \_\_\_ FedEx Standard Overnight: Single Toolkit \$31  
                   \_\_\_ FedEx 2 Day: Cost dependent on destination: Single Toolkit \$16  
                   \_\_\_ FedEx 3 Day Saver: Single Toolkit \$14  
 \_\_\_ International    \_\_\_ Federal Express only: Cost dependent on destination and weight  
 \*\*Shipping costs for all Business Performance Packages dependent on weight and destination.