



Article Side

Some Popular Variations of Call Center Models Giant Companies Engage by [Sonia Roody](#)

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A company needs a call center to manage large volumes of requests from customers which follow business development. A call center can be owned by the same company or outsourced from a business dedicated to providing customer support and sales services. Because of the many different transactions that directly involve customers, such as payments, orders, creation of accounts, and sales, a call center employs various transaction models.

Inbound Customer Service

Large businesses with millions of customers often require a customer service center that operates round-the-clock. The task of an inbound customer service representative is limited to receiving payments and reviewing billing details to customers, creating and updating accounts, transacting orders, and activating products or services. They also serve as vanguard to any types of call. Sometimes receiving calls off their scope, inbound customer service representatives decide when to transfer a call to a supervisor.

Inbound Technical Support

A tech support agent has a similar task as that of a typical customer service representative except that he deals with equipment-related problems. Businesses that produce and distribute tools and equipment often employ tech support people to provide round-the-clock assistance to customers who might find it hard to handle their product. They can guide customers in activating products or fixing them over the phone.

Outbound Sales

In contrast with inbound transaction in which agents receive calls from the customers, outbound sales agents are the ones who make the call. Their duty is to sell products or services, make an account, and follow up potential customers. It is through them that a business makes immediate sales without deploying direct sales agents. Usually, outbound sales agents earn more than inbound sales agents because of the nature of their job.

Contact Center

Call centers employ other forms of media aside from telephony to communicate with potential, current, and previous clients. They use e-mail and chat to deal with clients who prefer those media probably due to inability to use the telephone. The e-mail and chat addresses they use are obtained usually from online sales leads, which the customer filled out on the Internet.

Blended Call Center

Some call center agents receive or make calls as demand and strategy dictate. This makes them flexible and more skilled in handling calls. Call centers make sure they undergo thorough training and understand the product well to maintain customer satisfaction despite the bulk of tasks they perform.

Read more about call centers on [ehow.com](#). This website provides various types of significant information about call centers, including how they work, how to find a reliable one, and

recommendations on how to improve customer relations.

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