

Patrick Devoltine

Solutions d'entreprise

Mettre en place et exploiter un centre d'appels

EYROLLES

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- Typologie des centres d'appels
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 - Reporting et pilotage

Mettre En Place Et Exploiter Un Centre Dappels

Christian Dumont



Mettre En Place Et Exploiter Un Centre Dappels:

Mettre en place et exploiter un centre d'appels Patrick Devoitine, 2003 Ma triser les co ts et les performances gr ce de bons choix techniques et organisationnels Le centre d appels joue un r le cl dans la relation de nombreuses entreprises avec leurs clients qu il s agisse de g rer les appels t l phoniques entrants service client prises de commandes support technique ou les appels sortants prospection commerciale Cet ouvrage explique dans une premi re partie comment fonctionne techniquement un centre d appels PABX serveurs vocaux applications CTI couplage t l phonie informatique r seaux t l coms gestion des flux web call centers etc La seconde partie d crit toutes les tapes de la mise en place d un centre d appels analyse des besoins dimensionnement choix et d ploiement des solutions techniques organisation et management de l quipe reporting et pilotage L auteur insiste tout particuli rement sur les moyens de contr le de la qualit de service et du retour sur investissement qui s adresse ce livre Aux d cideurs et ma tres d ouvrage souhaitant valuer les enjeux d un centre d appels et les conditions de r ussite de sa mise en place et de son exploitation Aux directeurs informatique chefs de projet int grateurs architectes du SI responsables et consultants t l coms impliqu s dans la mise en place ou la refonte technique d un centre d appels Aux responsables d exploitation et superviseurs souhaitant disposer d outils et de m thodes pour planifier les ressources humaines et am liorer les performances tout en diminuant les co ts Gestion de la relation client René Lefébure, Gilles Venturi, 2011-07-07 Mieux identifier et fid liser ses clients gr ce aux outils de CRM Destin aux d cideurs aux responsables fonctionnels marketing commercial et aux chefs de projets informatique charg s de la mise en place de solutions CRM Customer Relationship Management cet ouvrage s est impos comme la r frence en langue fran aise sur la gestion de la relation client Il explique en d tail les techniques marketing utilis es pour mieux Identifier cibler et fid liser ses clients et dresse un panorama des solutions disponibles techniques et outils de segmentation et de scoring de datawarehouse et de dataminlng de gestion des campagnes marketing d automatisation des ventes de gestion du service client de personnalisation de sites Web etc Retours d exp rience et crit res de r ussite des projets CRM Dans cette nouvelle dition les auteurs tirent les le ons de plusieurs ann es marqu es par la d mesure et par un taux d chec lev dans les projets de CRM ils proposent une d marche pragmatique de conduite de projet en identifiant pr cis ment les facteurs de risque et les crit res de r ussite et en mettant l accent sur le contr le du retour sur investissement Cette deuxi me dition propose galement une analyse actualis e de la strat gie des diff rents acteurs du march qu il s agisse des diteurs d outils sp cialis s des diteurs de suites CRM ou ERP Siebel Peoplesoft SAP Oracle ou du dernier venu sur ce secteur Microsoft **Les fiches outils du téléphone** Pascale Le Clech, Véronique Bédu, 2015-07-02 Pratique et bas sur l exp rience ce guide op rationnel complet propose 102 fiches qui abordent de fa on exhaustive l univers du t l phone strat gie management terrain et s adresse la fois aux chefs d entreprises modules 1 7 aux managers modules 8 12 et aux t l conseillers modules 13 20 Choisir une strat gie t l marketing D terminer l usage du t l phone dans l entreprise les diff rentes actions Attitude service client mesures de la

satisfaction client Recruter former et intégrer ses collaborateurs Accompagner son quipé en individuel et en collectif animer au quotidien Principes de la communication téléphonique maîtriser les grandes tapes de l'entretien Spécificités du média téléphonique gestion du stress organisation compétences commerciales Configuration requise pour les ressources télécharger PC avec processeur Pentium 32Mo de RAM système d'exploitation Windows 9x ou supérieur Macintosh avec processeur PowerPC ou Gx 32 Mo de RAM système d'exploitation MacOS 9.2 ou supérieur Avec le logiciel Adobe Reader pdf et PowerPoint ppt Lecteur audio pour les fichiers MP3 et M4A

Conduite de projets informatiques offshore Eric O'Neill, Olivier Salvatori, 2011-07-07 Un guide pratique pour réussir vos projets offshore Cet ouvrage répond aux questions que se posent toutes les entreprises qui envisagent de sous-traiter en offshore certains de leurs projets informatiques Quels projets externaliser

ITIL pour un service informatique optimal Christian Dumont, 2011-07-07 Diffusé tout d'abord en Grande Bretagne il y a une dizaine d'années ITIL Information Technology Infrastructure Library est un référentiel des meilleures pratiques de mise en œuvre et de gestion des services informatiques et télécoms indépendamment de leur taille et de la technologie utilisée Après s'être imposés dans les pays anglo-saxons il connaît aujourd'hui un essor important en France où il est considéré comme un réel outil de création de valeur Bien plus qu'une simple introduction aux concepts ce livre reprend l'essentiel de la bibliothèque ITIL en décrivant chacun des huit livres qui la composent et en exposant en détail les deux livres de la gestion des services ITSM Il présente également un cas pratique complet et propose une série de modèles de documents ITIL Couvrant le programme de la certification ITIL Foundation cet ouvrage sera lu avec profit par toute personne ayant intervenir ou gérer l'un des aspects de l'informatique moderne Sa vocation est d'appuyer le message clé d'ITIL les services informatiques sont là pour supporter avec efficacité l'activité de l'entreprise Mise à jour et augmentée la deuxième édition de ce livre prend en compte la nouvelle version V3 d'ITIL ainsi que la norme ISO CEI 20000 Elle détaille également comment justifier un projet ITIL auprès de son entreprise et gérer le changement qui en résulte qui s'adresse ce livre Aux managers informatiques Aux chefs d'entreprise Aux consultants et formateurs Aux acteurs de l'infogérance

CobiT Dominique Moissand, Fabrice Garnier de Labareyre, 2011-07-07 Référence incontournable au sein de la communauté des auditeurs informatiques depuis plus de dix ans CobiT Control Objectives for Information and related Technology est devenu un standard de la gouvernance des systèmes d'information Publiés par

Routledge Dictionnaire Technique Anglais Yves Arden, 1994 The French English volume of this highly acclaimed set consists of some 100 000 keywords in both French and English drawn from the whole range of modern applied science and technical terminology Covers over 70 subject areas from engineering and

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tarification de la congestion International Transport Forum, 2010-08-31 Ce rapport tire les enseignements de tentatives d'introduction d'une tarification de la congestion couronnées de succès et d'autres qui le sont moins *Business magazine*, 2004

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