

## Call Center



- Department within a company; sometimes a physical location
- Fields customer inquiries and requests over the phone
- Primarily receives inbound calls, but sometimes makes outbound calls for telemarketing, fundraising, lead gen, and customer retention purposes

## Contact Center



- Department within a company; sometimes a physical location
- Fields customer inquiries and requests over phone, email, text/SMS, chat, and social media message
- Primarily receives inbound requests, but sometimes engages in outreach for telemarketing, fundraising, lead gen, and customer retention purposes

# Digital Call Center

**R. David Lankes, John William  
Collins, Abby S. Kasowitz**



## **Digital Call Center:**

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Anderson, Arthur D. Rosenberg, 1999-01-01      Digital Deliverance Judson C. Edwards, 2009-08-16 This book offers a practice based approach to developing strategies for utilizing broadband telecommunications for rural economic development Edwards addresses four key questions in the publication 1 How important is broadband telecommunications in the achievement of rural economic development success in the information based economy 2 What are the critical factors in assessing the potential of rural communities to utilize broadband telecommunications for economic development 3 What policy trends are proposed to assist communities in the advancement of telecommunication based economic development strategies And 4 How can local leadership assist in the implementation of broadband for economic development success By answering these important questions Edwards provides the reader a step by step practice oriented framework for implementing a rural economic development planning strategy through the implementation of broadband telecommunications Broadband connectivity is vital for rural communities to be actively engaged in the global information economy but being connected is not enough Utilization of technology is required if communities want to increase their potential for economic development success      *How to Win in the Yellow Pages* Malcolm D. Mahr, 1998      **Digital Transmission Systems and Networks: Principles** Michael J. Miller, Syed V. Ahamed, 1988      **Business Week** , 1990  
*Digital Publisher* , 1996      Digital Reference Service in the New Millennium R. David Lankes, John William Collins, Abby S. Kasowitz, 2000-10 A guide to the theoretical aspects of defining digital reference services in the new millennium and the evolving service and technical aspects of developing managing and evaluating them      **A Call from the 21st Century** Paul V. Anderson, 1997      A Spacecraft Digital Stabilization and Control System Study H. C. Daubert, E. W. Hoffman, T. E. Perfitt, 1966      **Battle Creek Telephone Directories** , 1987      **Audio** , 1994      **Detroit Telephone Directories** , 1987  
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