DIALAMERICA

Contact Center Benchmarks for 2013

Contact centers are moving away from cost being the main determinant in all activities, according to the recent CustomerThink article, "Call Centers Get Savvy for 2013." As customers become increasingly knowledgeable and interconnected, a single-minded focus on cost in service is ill-advised, and will lead to decreased brand perception, value and slumping revenues.

Brands that wish to acquire, satisfy and retain customers need to be mindful of the key points in the article and select a contact center that is able to relate to their organization in the following ways:

1. **Size –** a larger contact center is not necessarily the best choice. A partner that is able to proactively adapt, scale and focus on the client / vendor relationship in addition to customers is always a better fit.
2. **Culture –** RFPs in the contact center space have focused on cost-related metrics for years. While cost considerations are significant, it is becoming more important for companies to select providers whose culture creates true partnerships with clients and enhances service quality.
3. **Agent capabilities –** agents are at the heart of the contact center. While management and infrastructure are vital, today's customers demand a lot from agents, who must be more empowered, knowledgeable and technologically savvy than ever before.
4. **Outsource wisely –** outsourcing the contact center function with a 'perfect-fit partner' is a critically important decision because of the brand perception associated with it. Only consider providers with agents and locations that are seamlessly compatible with your customers' expectations and culture.

Brands that invest in contact center partners that meet these four benchmarks and know how to focus on customers over all else are well positioned for success in 2013.

DialAmerica Expands in Oak Brook, IL

DialAmerica is expanding its operations in Oak Brook, IL. The contact center will be doubling its footprint to about 25,000 square-feet, and plans to hire more than 100 agents. The Oak Brook facility supports business-to-business sales and marketing campaigns for a wide portfolio of companies in the education, financial services, technology and healthcare industries. DialAmerica's specialized B2B agents help customers gain in-depth knowledge of its clients' products and services. The contact center also drives lead- and demand-generation programs for companies, helping sales forces be more productive and effective at closing sales and growing revenue. For more details on DialAmerica's expansion in Oak Brook, visit www.dialamerica.com.