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Essential Skills and Knowledge for Effective Call Center Management

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Best of 2008: What (and Who) to Watch in Technology [PRINT](#) [EMAIL](#)

Written by The Editors



2008 brought a lot of new technologies and quite a bit of improvement to existing technologies and technology areas. CMI enlisted the help of several call center industry experts to give you a rundown of the most exciting new developments.

Tim Montgomery

Principal

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I love technology offerings that create an entirely new category of solutions — the ones that are really on the cutting edge and make people question themselves and the technology.

ProtoCall from Kombea: This technology (www.kombea.com) forces companies to rethink their customer interactions far beyond process mapping and quality coaching. The ProtoCall product provides call centers a way to record natural language responses to customer requests and allows all agents to control conversations in a standard flow, resulting in the same quality interaction every time. Some people see it as adding a human to help drive a voice-enabled IVR, but it's a whole lot more than that. In fact, it's so different from anything else on the market that most people who see it in action aren't convinced that it's possible to get such tight control of the call handling process to make it work. Too often we put new technology on old processes — this product forces call centers to dig deep and drive out the non-value components in every call.

Designated Dialogue: This is the new category of technology with RA 6.1 — it doesn't get much press and I'm not sure who coined it, but I'm running with it. Over the next five years, I think more companies will look to these types of solutions to help ensure consistency in service, improve agent satisfaction and get detailed reports on what's really being said on every call. If nothing else, it's a great way to get conversations started around really improving what matters in a call center — driving continuous, consistent quality in every customer interaction.

Technology Innovators

Chordiant Recommendations Advisor 6.1: We have all experienced the impact of decision management technology, whether as contact center leaders or customers. When we call to sign up for a new service, increase the limit to our credit cards, or even rent a car, chances are we are being evaluated by a decision management system. Companies like Fair ISAAC have helped define the decision management space. My innovative product choice for 2008, Recommendation Advisor 6.1 by Chordiant, delivers a truly forward-thinking application of decision management in the contact center by "listening" to the conversation an agent is

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