

**Romilda Palamara
Marcella Campi**

**CALL CENTER AND
HUMAN RESOURCES
HR integrated management
as key element of the organization**

Report:

Aim of this book is to give an integrated overview of recruiting, training, appraisal and development processes related to Call Center HR management, where the daily challenge is to match professionalism and motivation, flexibility and fidelization of front line personnel.

The book has been written on the basis of recruiting and training experiences developed in the last years by the authors together with everyday experience of managers and entrepreneurs working in Call Center environment of old & new economy companies.

Everybody working in Call Center well know that "passion for customers" can become tangible only delivering high quality services, that is high quality people; this means consider human resources a value rather than a cost. It's a fact that human resources make 60% - 70% of Call Center total cost, but it's also a fact that people are the "heart of service" and only through highly motivated human resources it's possible to achieve company objectives.

The book is addressed to anyone interested in starting up or developing Call Center structures in particular from a HR management point of view.

The authors, Romilda Palamara and Marcella Campi, work both in HR recruiting and training.

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