

# INBOUND AND OUTBOUND CALL CENTRES?



Unsure of the differences between inbound and outbound call centres? Let's set the record straight.

Luckily, each has its own specific use case, and depending on your business, you may need inbound, outbound or even both.

## INBOUND CALL CENTRE SERVICES

Just as the name implies, inbound call centres mainly handle inbound phone calls from customers and potential customers.



### TYPES OF INBOUND CALLS

- Customer service
- Technical support
- Product and/or tech support
- Payment or order processing
- Upgrade and renewal inquiries

### BENEFITS OF INBOUND CALL CENTRES

- Effective customer experiences
- Improved productivity
- Increased sales
- Customer win back opportunities



## OUTBOUND CALL CENTRE SERVICES

In contrast, outbound calls occur when an agent from your call centre contacts customers to notify them of new products or policy changes and build interest among potential buyers.



### TYPES OF OUTBOUND CALLS

- Cold calls
- Appointment setting
- Lead generation
- Telemarketing
- Telesales
- Market research

### BENEFITS OF OUTBOUND CALL CENTRES

- Improved customer loyalty
- Reduced operating costs
- Increased productivity levels
- Better lead generation
- Gain customer insights



## KEEP YOUR CUSTOMERS TOP OF MIND WHEN IT MATTERS MOST

Whether you're seeking an inbound call centre solution or an outbound call centre solution, finding the right call centre can make a world of difference.



The Alvaria Customer Experience (CX) Suite™ provides the call centre solutions you need to turn your operations into a competitive advantage and maximise customer lifetime value.