WHAT IS THE DIFFERENCE BETWEEN

OUND AND OUT



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.



INBOUND CALLS Customer service

TYPES OF



Technical support



Product and/or tech support



Upgrade and renewal

Payment or order

processing



inquiries



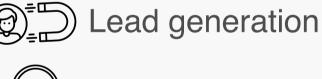
CENTRE SERVICES In contrast, outbound calls occur when an agent from your call centre contacts customers to notify them of new products or policy changes and build

OUTBOUND CALL

interest among potential buyers. TYPES OF **OUTBOUND CALLS**



Cold calls Appointment setting



Telemarketing



Market research

Telesales

Reduced operating costs Increased productivity levels Better lead generation



Whether you're seeking an inbound call centre solution or an outbound call centre solution, finding

Gain customer insights

KEEP YOUR CUSTOMERS TOP OF MIND WHEN IT MATTERS MOST 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.

