

# WHAT IS THE DIFFERENCE BETWEEN INBOUND AND OUTBOUND CALL CENTERS?



Unsure of the differences between inbound and outbound call centers? 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 CENTER SERVICES

Just as the name implies, inbound call centers 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 CENTERS

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



## OUTBOUND CALL CENTER SERVICES

In contrast, outbound calls occur when an agent from your call center 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 CENTERS

- 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 center solution or an outbound call center solution, finding the right call center can make a world of difference.



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