



Call-Center Assessment

Measuring Call-Center Effectiveness

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1.1 Background

Report Summary

- ✓ Methodology
- ✓ Cold-Calling Research Highlights
- ✓ Critical Competency Cold-Calling Checklist
- ✓ Cold-Calling Analytics
- ✓ The Perils of Value Proposition Language
- ✓ Displacing Product-Benefit Language with Expert Research

Report Background

Blaire Group analysts have overseen a variety of call-center applications and outsourcing projects for its clients. As an expert, third-party consultant, our clients defer to our leadership for project definition, vendor selection, vendor negotiation, and vendor deployment. As our business expands, the need increases to offer more and varied solutions for our client base in the form of *Blaire Group Certified Call-Centers*.

Because selecting the wrong call-center is costly, Blaire Group analysts are retained by both large and medium sized sales organizations to assist with call center selection. Blaire Group helps its clients determine the best call center option available relative to each of our clients' unique requirements. Our analysts continue to thoroughly examine call center operations throughout the world, and only recommend *Blaire Group Certified Call-Centers* to its clients.

Our *Critical Competency Call-Center Checklist* guides us in determining the performance capabilities of call-center providers. Our quantitative, weighted scoring system provides independent, objective assessments so that we can match our clients' unique requirements with at least 3 call-centers that have passed our rigorous assessment criteria. We often solicit price quotation proposals and manage the entire selection process for our client's unique needs and requirements.

Because performance levels vary, Blaire Group analysts are cautious. We only recommend call-centers where we have conducted an on-site, *Business Value Assessment*. Blaire Group's Business Value Assessments are rigorous, objective, and comprehensive. The goal of each assessment is to thoroughly understand your call-center's business in the following terms: