



# ICMI's Pocket Guide to Call Center Management Terms: The Essential Reference for Contact Center, Help Desk and Customer Care Professionals

By Brad Cleveland

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Everything in the call center industry seems to be expanding-contact channels, customer, and employee expectations, technology options and the overall role of the call center. While the ICMI's Pocket Guide to Call Center Management Terms may be diminutive in nature, it can have a big impact on the knowledge, eloquence and insight of those working in this dynamic profession.

With a comprehensive-though compact-guide to just about every industry acronym, as well as concise definitions of every term a manager or supervisor should know, The Pocket Guide aims to promote consistency and clarity in the way that call center professional worldwide communicate, cooperate, and strive to understand this exciting field.

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### **Editorial Review**

#### **About the Author**

As President and CEO of ICMI, and Publisher of Call Center Management Review , Brad is dedicated to promoting the contact center environment and helping centers to reach their maximum potential. His enthusiasm and leadership set the standards for success that drive the entire organization. Brad has an extensive background in the global contact center market — he has worked in more than 30 countries, and his clients have ranged from small startups to national governments and multinational corporations.

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