



# Customer Service and the Human Experience: We, the People, Make the Difference

*Rosanne D'Ausilio, Jon Anton*

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One of the leading challenges for today's managers is the training and motivating of excellent agents. While much attention has been focused on the technology and benefits of providing multiple channels for customer contact, little attention has been paid to handling the human part of the equation—training CSRs to field more than just telephone communications. Great statistics and benchmarking help the customer service/call center professional keep ahead of the ever-changing business environment as the authors successfully blend the critical human aspect of the center with the ever growing need for metrics and the bottom line.

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