WHAT IS THE DIFFERENCE BETWEEN

BOUND AND OUTBOUN



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**

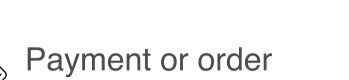
Just as the name implies, inbound call centers mainly handle inbound phone calls from customers and potential customers.



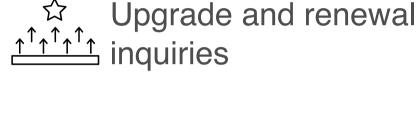
INBOUND CALLS Customer service



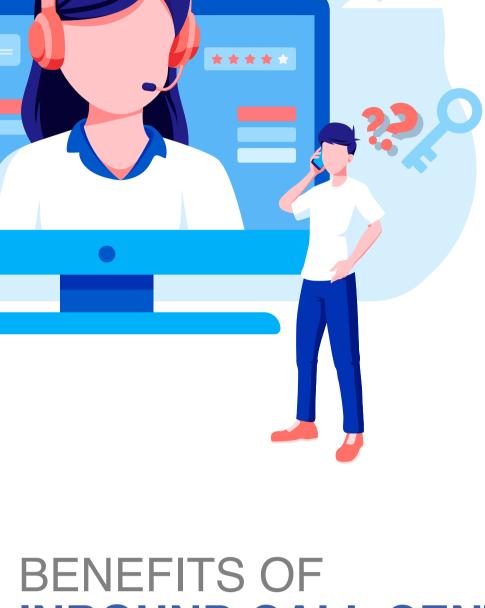
TYPES OF

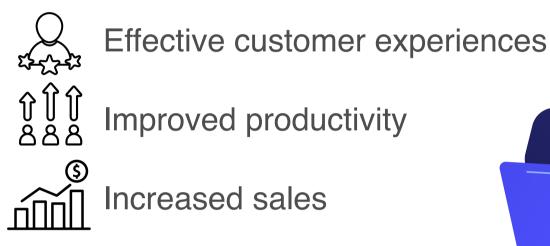


Product and/or tech support



processing





opportunities

Customer win back



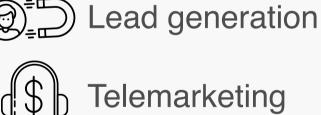
CENTER SERVICES In contrast, outbound calls occur when an agent from your call center contacts customers to notify them of new products or policy changes and build

OUTBOUND CALL

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



Cold calls Appointment setting





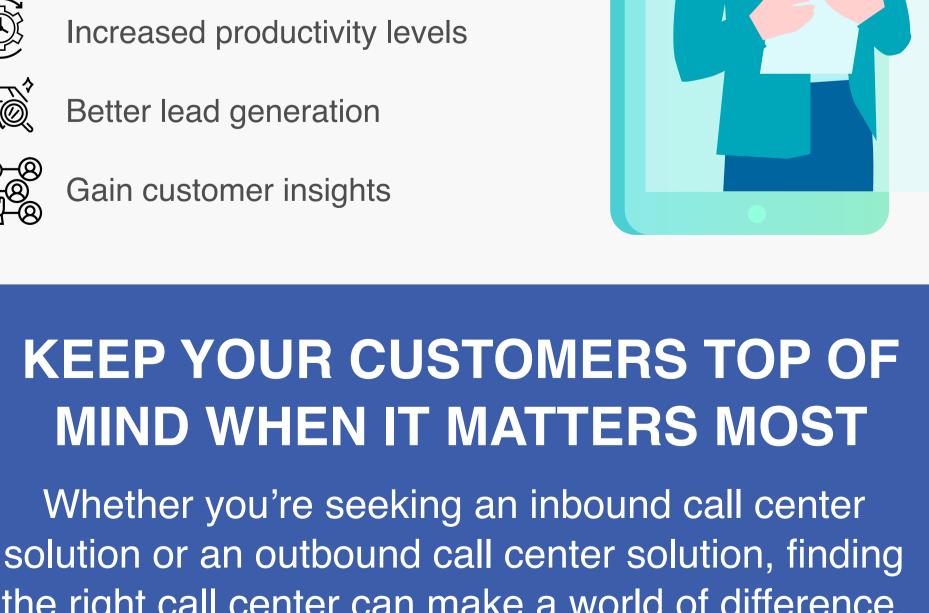


Reduced operating costs Increased productivity levels Better lead generation



Gain customer insights





operations into a competitive

advantage and maximize

customer lifetime value.