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# Outbound and Inbound Customer Service: How They Differ

## INBOUND CUSTOMER SERVICE

## OUTBOUND CUSTOMER SERVICE

### ~Methods~

Call Center Agents **Receive Calls** from Customers

Call Center Agents **Make Outgoing Calls** to Customers

Attend to client's concerns, take actions to fix or at least answer them. Often offers a single point of contact for complaints.

Conduct follow-ups, polls, and surveys to get hints on the target market's fondness and views.

Helps solve problems with the agent's product knowledge and technical skills.

Plain cold calling where the communication isn't welcome and seem annoying most of the time.

### ~Goal~

Aims to bring customer satisfaction

Aims to boost a firm's marketing campaigns

### ~Services~

Virtual Reception

Telemarketing

Order Booking

Customer Satisfaction Survey

Help Desk

Product Launch

Technical Troubleshooting

Lead Generation

Appointment Scheduling

Appointment Setting

Query Handling

Order Fulfilment

Information Request

Sales Support

Sources:

smallbusiness.chron | quora | yourbusiness.azcentral

