

Managing personnel

Call center recruitment

Module three - advertising

By John Wright

Synopsis

Advertising for call center agents is guaranteed to make your advert stand out from the crowd. Increase your response rates, this module provides you with a step-by-step guide to designing an advert and a template for a successful advert. Complete with recommended body text. The total resource has seven modules. This title uses United Kingdom data but the principles are usable and appropriate in all countries.

How to ...

How to attract the right candidates for the job.

How to design an effective advertisement.

How to write good advertising copy

John Wright

Over twenty-five years of experience in corporate life and consulting has provided John with a wide range of experiences that have contributed to this extensive resource. He brings a refreshingly practical approach to the design and avoids the clutter of professional jargon. The end result is an extremely accessible process that delivers quantifiable business results. John provides his consultancy services to a wide range of international private and public organizations.