

Contact Center vs Call Center

7 Main Differences between the two organizations



Contact Center



Call Center

Used for

Customer service, customer relationship management.



Technical support, telemarketing, sales, inbound and outbound calls.

Usage of Communication Channels

Omni-Channel Communication, viz; text/SMS, messenger apps, email, live chat, online forums, social media platforms, video support, and other digital channels.



Only phone, sometimes incorporated with sophisticated Interactive Voice Response (IVR) systems.

Collection of User Behavior Data & Analytics

Multiple channels – social media handles of the customers (likes, shares, areas of interest), emails, and Interaction Analytics software.



Only through phone calls, using Speech Analysis software.

Workforce Management

Less dependence on customer support agents owing to multiple communication channels.



Higher dependence on agents as phone-calls happen over real-time.

Queue Management Techniques

IVR Self-Service, different voices for different Call Queues.



Automatic Call Distributor (ACD) software.

Agent Skills Required

Thorough understanding capacity, reading comprehension, written communication, product understanding, multitasking and social media etiquette skills.



Excellent verbal communication skills, friendliness, reasonable behavior, empathy, and problem-solving skills.

Technology Utilized

Email Response Management System, Omni-Channel Routing, Advanced Analytics, Channel Reports, Computer Telephony Integration (CTI).



IVR, Automated Call Distributor (ACD), Speech Analysis Software, Workforce Management (WFM) System, Enhanced Internet Services.