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IEOR MONDAY SEMINAR

Cross Selling in Call Centers*

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Abstract:

Cross selling is an increasingly prevalent practice in call centers. This is largely because it allows firms to dynamically segment callers and customize product offerings accordingly. In this work we develop a framework under which both marketing decisions (such as: customer segmentation and pricing) and operational decisions (such as: staffing, call sequencing and dynamic cross selling) may be considered jointly. We propose near-optimal pricing, staffing, sequencing and cross-selling policies under various forms of customer segmentation. Finally, we characterize how the degree and timing of customer segmentation impacts these policies and, correspondingly, the center's profitability.

****Based on joint work with Itay Gurvich and Costis Maglaras***

The relevant papers are:

Armony M., Gurvich I., (2006) "When Promotions Meet Operations: Cross Selling and Its Effect on Call-Center Performance."

and

Gurvich I., Armony, M., Maglaras, C., (2006) "Cross-Selling in a Call Center with a Heterogeneous Customer Population."

Date, time and location:

Monday, January 29, 2007

3:30 – 4:30 pm

3117B Etcheverry Hall

COME EARLY! REFRESHMENTS WILL BE SERVED AT 3:00PM.

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