

# Response Design Fact Sheet





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### *Response Design focus*

One of the toughest questions executives ask is "how can we get more from our call center?" Since 1989, Response Design Corporation's seminars, processes, and teaching materials have helped customers to not only deal with call center challenges, but to transform their businesses. With RDC's unique experience and strategic vision, Fortune 100 leaders and start up companies have built customer relations, controlled costs, and grown profits by creating an uncommon call center.

### *What are uncommon call centers?*

Uncommon call centers are ones that consistently deliver the interactions customers expect and the business intelligence organizations need. They are the call centers that customers can't stop talking about after they experience them and executive management applauds for their contribution to strategic success.

### *Response Design background*

Kathryn Jackson and Thomas Tucker founded Response Design in 1989. They shared the dream of creating a unique call center consulting firm based on the values of treating customers honestly and fairly, and positively influence each life and business they touched.

Response Design has not only been successful in consulting, but also has produced hundreds of effective how-to call center products in response to customers' requests. Its first product was CCORE (Customer Contact Operation Review and Evaluation), a 900-item call center assessment instrument. Other products, such as Optimizing Front Line Employee Performance (a performance management process) and Needs Focused Leadership, were created based on years of consulting experience and at customers' request. As evidenced now on its Web site, Response Design continues to develop innovative products that answer the ever-evolving needs of the uncommon call center industry.

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