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An Overview of Processes at Pizza Delivery Call Centers by [Sonia Roody](#)

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It's a Friday night, and you got your first paycheck. You decided to order a pizza for your family via telephone or online. It's likely that there are several customers in your area, or even across the country, who want to make the same order at the same time; have you ever wondered how the pizza company handles such a large volume of transactions?

You probably know that telephones are assigned individual numbers. Businesses like your pizza company, on the other hand, usually have only one hotline number. How is it possible for a single number to accommodate, say, 59,820 calls (a hypothetical figure) at the same time? The answer lies in call centers.

Your pizza company probably outsources to inbound call centers, i.e. centers that concentrate on receiving calls. Meanwhile, centers that make calls are known as outbound call centers. A blended call center combines these two functions; likewise, a contact center supports interaction through different media, e.g. you can interact with the pizza delivery personnel via telephone or the Internet.

Sometimes, when you dial the delivery hotline and it takes a while for someone to pick up, you'll probably hear an automated audio advertisement. You may even hear something that goes along these lines: "For x service, press one. For y service, press two" and so on. Call centers use computers to complement the services offered by their agents; handling several calls can be overwhelming.

Once you reach the agent, you'll probably hear a friendly voice that says something along the lines of, "X company delivery speaking, how may I help you?" Agents at call center handle different company accounts; your pizza company may have, say, debt collection accounts, as well as delivery accounts, for easier customer handling. If the call center agents are different from the people who actually make and deliver your pizza, how do your orders get to them on time?

Those computers provided by call center do more than give automated responses to you. They contain information on the pizzas available, their prices, the delivery time, and even customer information, if you already have a record in their database. This is how call center agents are able to place your orders so quickly.

After you've placed your order and specified all the relevant details, your agent will say something like, "Is there anything else I can help you with?" and close with "Thank you for calling, please call again." This is to ensure that you have a pleasant pizza delivery experience. For more information on call center, read destinationcrm.com/Articles/Editorial/Magazine-Features/BPO-What-You-Need-to-Know-About-Call-Center-Outsourcing-44617.aspx.

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