

# STATUS OF CALL CENTERS, IT'S SCOPE & MANAGEMENT IN PAKISTAN



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## **ABSTRACT**

The study focuses call centers, their status, scope and management in Pakistan's perspective. Call centers are the hottest topic in IT-business today and many companies are opting for the business in this area.

The study focuses the actual status and scope of the call center in Pakistan with respect to its awareness in local business and also explore the opportunities in international market for Pakistan to become a Partner with western countries in their outsource projects.

The management of call centers is usually based on the prescribed standards form global bodies and for this these standards are studies and mentioned with Pakistani environment in focus.

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