

# Revenue management through dynamic cross-selling in call centers

O. Zeynep Aksin

*College of Administrative Sciences & Economics*

*Koc University*

*Rumeli Feneri Yolu*

*80910 Sarıyer-Istanbul, Turkey*

## **Abstract**

This talk will first provide an overview of the cross-selling problem in call centers. It will then describe how the cross-selling problem of a call center can be modeled as a dynamic admission control problem to address the question of when and to whom to cross-sell, such that revenue generation is maximized while congestion costs are kept as low as possible. Optimal dynamic cross-selling policies are partially characterized, and certain structural properties are explored. We relate our findings to standard marketing practice in such problems. Numerical experiments that are constructed based on the case of a real retail banking call center illustrate when it is valuable to pursue dynamic policies for cross-selling. A heuristic is proposed and tested numerically, that generates sophisticated static policies that approach the performance of the optimal dynamic policies for this problem.

*Joint work with E. Lerzan Ormeci.*