

The theme of bachelor's thesis is „Business strategies of Call center“. Purpose of this paper is to study the dependency of the number of calls to the Contact center of Czech Railways (České dráhy, a. s.) to year season factor and to the weather factor.

The teoretical part is devoted to the introduction of Czech Railways company and the Contact center itself. The practical part describes the procedure for examining the impact of factors on the number of contacts and the resulting conclusions. Then presents suggestions for future business strategies of Contact center.