We Speak Your Language

What's the difference between a call center agent and a brand champion?

A true brand champion is indistinguishable from your own employees. They speak your language and deliver superior service as a seamless extension of your business.

But can a third-party agent *truly* replicate your brand in the marketplace?

We think so, and our clients agree. At C3, we partner with you to define standards for the selection, training and testing of the agents on your program. But that's just for starters.

Once an agent is in the live call center environment, we support them using C3 Subject Matter Expert Chat (SME Chat). This advanced tool is the easiest way to ensure that every agent has the information they need, exactly when they need it, to respond quickly and comprehensively to your customers.

Some of the key features of SME Chat include:

Q&A Knowledgebase: Information on Demand

Every C3 agent has easy access to a knowledgebase of frequently asked questions. Agents simply click an icon on their desktop and enter a search term. The system scans the database, serving up related information instantly. To streamline the process, agents can use filters to restrict a search to only those topics that relate to their caller's question.

To keep information fresh, SME Chat automatically detects and stores new responses. Our content team meets regularly to review responses for accuracy, consistency and style. By maintaining the quality of the knowledgebase, we're able to improve call metrics (such as faster resolution times and better agent ratings) *and* ensure that our agents are speaking your language.

Live Chat: Assistance on Standby

As a secondary level of support, agents can get help from an SME or coach. There are two ways to initiate the request:

1. If an agent searches the Q&A knowledgebase for an unknown topic, they're automatically connected to a live chat with an SME;

2. Or, if a call escalates or becomes complicated, agents can request help from a coach by launching a new chat window directly from their desktop.

With SME Chat, agents are able to give helpful responses to a greater variety of questions, resulting in more satisfied callers …

End of Excerpt