



CALL CENTER

ACCOMMODATING SOLUTIONS
CAMIS



OVERVIEW

If you're looking for an inbound or outbound call center partner, you can sum up the characteristics of a well-run center in a few words: **Intelligence. Quality. Consistency. Efficiency.** At Camis, we've developed a call center that's all that and more.

Staffed with intelligent, well-trained agents, under quality-conscious management, we can quickly embark on an outbound campaign or respond to low, medium, and high volume inbound calls. We run our own training programs and monitor call quality regularly to ensure that your customers or respondents are treated with respect.

Our hardware and software solutions are second to none. We've invested in state-of-the-art technology to reduce call response time. Tools in the center provide a visual check for our agents to monitor calls waiting. Our data capture software is developed in-house to allow for maximum flexibility and customization – even allowing us to collect data on customer software if required, so you get the answers you need.

In this brochure you'll find more information about our capabilities, staff, quality assurance and technology. Sound interesting? Give us a call. We welcome a chance to discuss your business needs and how we can help.





“...our customers appreciate the quality and ease of service delivered by Camis call center operators and the Camis Internet reservation website.”



CALL CENTER CAPABILITIES

Whether you need to conduct a survey, run a phone campaign, deliver technical support, or provide a reservation system, we can help. Because Camis develops its own training and software, we can quickly and professionally create a script and data capture system tailored to your needs. Given our years in the call center industry, we probably already have expertise in your area.

Camis' Call Center is ideally suited for:

Outbound

- Surveys or polls
- High-end Services

Inbound

- Technical Support
- Reservation Systems for:
 - Campgrounds
 - Hotels
 - Entertainment (theater, concerts, sports events, etc.)



“The Call Center is state of the art, and provides good service to our customers. Camis Inc. provides excellent training to the Call Center agents, and conducts a thorough screening process to ensure that qualified people are hired.”



STAFFING


The heart of any call center is its people. Located in Guelph, Ontario, Canada, we are fortunate to have a remarkable labor force at our doorstep: three universities and a community college within 30 minutes of our headquarters. We have found that these students are exemplary employees: bright, energetic, intelligent, and highly motivated. They are flexible in willing to work any shift, and understand what it is to be a team player. These students are also highly computer literate, both through education and experience. We offer very competitive wages which are tied to performance and attendance. Our turnover is very low.

Multilingual

Information is relayed to the customer properly, politely, concisely and accurately. Meetings are held in multiple languages to maximize our teams' exposure. Dedicated professionals aid them in learning the skills they need to be proficient in multilingual customer service and the subtleties of idiomatic expressions specific to the customer service sector.

Our evaluation system is on par with government guidelines. Our multilingual agents are given professionally written scripting. We ensure language proficiency with weekly call monitoring, coaching and testing.

All this effort means that your customers receive great service, in any language.



“[Camis] delivers ahead of schedule and with better solutions than we require...They are realistic in what they promise, and we can fully trust what they tell us. The Camis staff is highly motivated, knowledgeable, adaptable, and works cohesively.”

QUALITY ASSURANCE

Of course, a call center is only as good as the quality of service provided on your behalf. That's why quality assurance and call monitoring are central to our day-to-day functioning.

We maintain a high ratio of supervisors to agents to ensure quality and integrity. Side-by-side monitoring, remote monitoring, and random customer call-backs are just some of the means we employ in providing excellent service.

Initial Program Training

Developing intensive training programs to meet the demands of each new project is a particular strength at Camis. Once your needs and concerns are identified, we create a program together to train our staff.

Role-playing, game show simulations, guest speakers and direct client presentations are all used to convey the individual characteristics of your project to our agents.

Ongoing Training and Testing

On-going training is practiced with agents during the weekly evaluations of monitored calls. Testing continues throughout an agent's employment on a weekly or biweekly basis in order to ensure and reinforce the quality assurance standards.

Mystery Caller Program

When several clients asked to participate in call monitoring, we developed our mystery caller program. Clients are given a mock situation to relay to a live operator, and can then evaluate the service they receive.

Customized Recordings

If you'd like, we can provide a CD or electronic copy of samples of various call types and agents for your review.

Customer Service Call Back Program

Random customers are called back for feedback regarding all aspects of their experience with the call center (e.g. wait times, customer service received). This feedback is used to ensure that we are providing the highest level of customer service.

The quality assurance program is key in maintaining efficient operations and providing exceptional quality service to our customers. This program is an absolute priority for all staff at Camis.



“We have experienced several situations where routine and aggressive quality checks by Camis have caught problems before Washington learned of them from its own customers.”

A horizontal dotted line in a light green color, starting from the left edge of the page and extending to the right, ending just before the word 'TECHNOLOGY'.

TECHNOLOGY

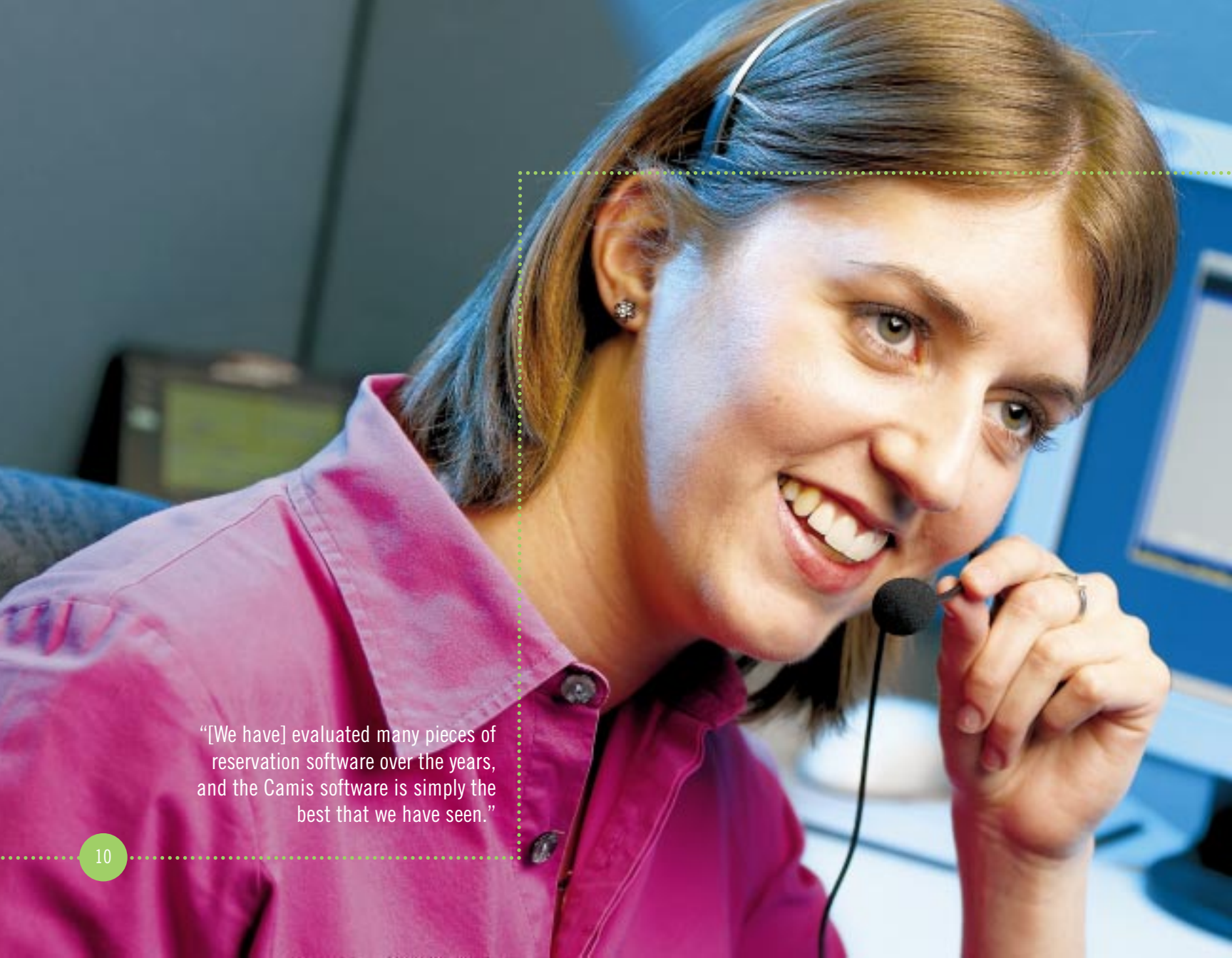
Hiring and training talented staff is useless without providing top-quality equipment for their use. At Camis we've invested heavily in state-of-the-art hardware and developed customized software solutions to create a robust, reliable infrastructure.

Hardware

The call center uses Nortel's Symposium for Automatic Call Distribution. Our system delivers "cradle to grave" call tracking, and calls can be prioritized by customer and by technical skill required. Each call is tracked from the moment it enters the PBX through to the agent. The management team is able to monitor all areas of the call center via real-time displays and adjust the system as required. This is especially important for handling a sudden influx of calls.

Reader boards at opposite ends of the call center give immediate visual cues to our agents: number of calls waiting, types of calls, and longest wait time. Armed with this information, our agents can efficiently manage your callers' requests and responses.

We would be pleased to provide you with our call center's technical specifications, or even give you a tour of our facility.



“[We have] evaluated many pieces of reservation software over the years, and the Camis software is simply the best that we have seen.”

Scheduling Software

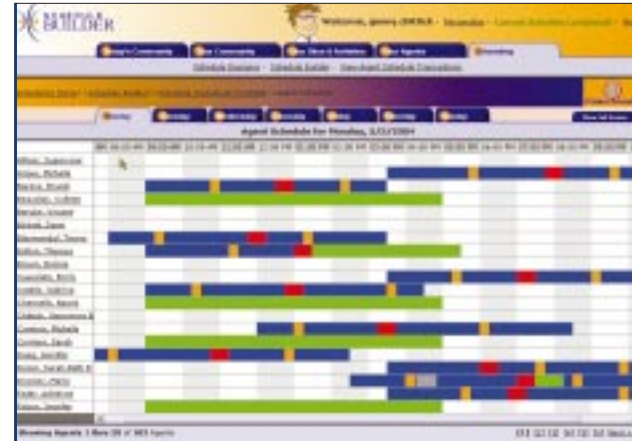
Camis uses the award-winning SYMON Community Workforce Management Software. This web-based software enables us to staff the call center to meet client demands in an efficient manner. Performance standards can be easily monitored through our software, and instant feedback delivered to the agents. We also specialize in custom software development, which allows us to incorporate each unique customer need into the software as necessary. An example of our custom software is our support ticketing system, which allows us to track a customer service call from the initial support call through to the resolution.

Intranet

All clients are given their own unique and customized information page. In order to maintain our high standards of quality, all agents have access to required information via our Intranet site. From scripting to client specific data, all of this information is just a click away.

Knowledge Base

Camis has also introduced an internal knowledge base that pools resources from all departments. This allows anyone who encounters a problem to search for that same type of problem and come up with solutions to provide to our clients. Entries from all departments are compiled and made available. As new challenges arise, staff can easily and quickly search for existing solutions.



Scheduling Software

The screenshot shows the CAMIS Call Centre Information Website. The page has a blue header with the CAMIS logo and the title 'CAMIS Call Centre Information Website'. On the left, there is a navigation menu with 'Options', 'Texts', and 'Links'. The main content area features a large 'Call' button and a 'Park Information' section. The 'Park Information' section includes details such as 'Park Name: Paddy Power at Park (P)', 'Park Number: 578-248-2226', 'Park Address: 10000, Grandstand, OH 44111', 'Park Classification: Regular/Environment', 'Type of Use: Regular & electrical camping, yacht, group camping (prefer to park)', 'Number of Sites: 170 Regular, 300 electrical, 7 group sites, 12 Yacht', and 'Operating Dates: Year round'. Below this, there are sections for 'Reservable Dates' and 'Services & Amenities'. The 'Services & Amenities' section lists 'Picnic grounds, Restrooms, Swimming, Visitor center, tent Sites 45, 46, 49 & 50', 'Boat launch', 'Fishing', and 'View: main visitor boat and visitor control, boat launch and view'. The page also features a small graphic of three people in the top right corner.

Intranet



“The Camis contract has substantially reduced costs to the agency and camping citizens compared to continuation of the previous system.”



THE CAMIS ADVANTAGE

Why should you choose us over another call center? Easy. We can meet your needs. We maintain current hardware and software, and can create software tailored to your specific needs. You can view your call volumes and account activity through a secure internet website.

We hire intelligent, educated and multilingual staff, run them through rigorous training programs, and conduct many quality control tests. Calls are monitored, Mystery Callers are used, and customers are randomly called back to ensure our level of consistency is maintained. Weekly testing and subsequent training keep our call center employees sharp and up-to-date.

We routinely monitor our technology in order to eliminate any problems before they affect customer service. A pooled knowledge base has been created to help us maintain our systems, making technical support fast and effective.

We hope that the information contained in this booklet has piqued your interest in the Camis Call Center. If you have any further questions, or would like to arrange to meet with a representative or tour our facility, don't hesitate to call. Our operators are standing by.



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