Care
for
Customers

Outsourcing Business Guide

How we approach our working relationship with you.

August 2019

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Mission

At Care for Customers (CFC), we provide you with high-value solutions for your customer service and support teams. We find solutions that solve low employee availability, high salaries or limited expertise.

We leverage our extensive contact center knowledge gained different industries and markets to bring you high levels of customer experience, business expertise and efficiencies at lower costs.

Capabilities

We offer various channels to support your customers;

- Inbound telephone service and support
- Outbound telephone sales
- Helpdesk Support
- Online chat support
- Email support
- Back office services
- Workforce Management
- Reporting and data analytics
- Social media support and analytics
- Virtually any type of work that is not location dependant

With partner locations in both southern Europe and the Philippines, we can offer these services in several different languages. (see staffing selection - language offerings)

Locations

We have centers in Tunis, Tunisia and Manila, Philippines and Dumaguete, Philippines.

Staffing Selection

CFC will match your requirements to our agent's tenure and skillsets.

Unless otherwise noted, all of our customer service agents and our frontline management team have a university degree or equivalent for their country.

Customer service and contact center experience are required for all of our roles unless otherwise agreed to.

We conduct background checks on previous employment, education, and where applicable by local law, criminal history. Where it makes sense for your business and ours, we can mutually waive specific criteria should a candidate have unique skills in a particular discipline.

Language Offerings

Agents hired for particular language skills will be tested orally or with a written test. The testing type will depend on your program requirements.

We test to a level of proficiency that is in line with the program that the agents will support. For example, an email support program in Spanish will rely more on written ability than verbal skills.

We can provide agents with the following languages:

1. Arabic
2. English
3. French
4. German
5. Italian
6. Mandarin
7. Spanish

Seeding Existing Agents onto New Programs

The practice of moving agents or supervisors from an existing program to help launch a new one is not supported. We think that it is unfair to our current clients.

Working with our partners, we will purposely recruit for the skill sets that you need. We build custom teams for you.

We value our client's participation in the Agent and Management selection. Typically, that means when we launch a new program or have unique skills to acquire, you would interview key personnel after our initial resume and screening process.

Technology

In the majority of cases, we access our client systems through Web-based applications or VPN's.
More customers are deploying locked-down devices such as Chromebooks or Citrix desktops to ensure compliance and the security of their systems.
Many clients use CRM systems that have integrated softphone applications that we access via the web.

If your systems are proprietary or you feel your set-up will be unique, then we suggest that our IT representatives discuss what approach will work best for our business agreement.

Facilities

Our partners facilities are clean, modern, and up to date with all the amenities you expect to see in a typical office environment.

Cleaning staff are deployed across the facility to ensure a neat and hygienic workspace for all staff.

Security card access is required to access all production areas of the building.

Closed-circuit video recording is in place for all common areas.
Receptionists or Uniformed Security Guards are deployed at the main entrance to the facility 24 hours a day, 7 days a week.

Sensitive areas such as IT spaces, mechanical rooms and storage areas have physical key locks or require extra management approval to enable card access.

Training

As a client, we look to you to provide all of the current training materials. This material would include training manuals, guides, lesson plans and all of your current processes and procedures. It helps us to have access to online information portals and your training team when needed.

We encouraged you to participate in the early stages of the program's development.

With more extensive programs, we deploy a "Train the Trainer" (T3) process. This process ensures our in-house trainers deliver your training program to our agents with the same high degree of proficiency and engagement.

Typically, you can expect the initial T3 sessions will take place at your location. T3's allows our trainers to appreciate all of the training material while giving them access to different staff members. Exposing our trainers to your company's people and culture is an important aspect that carries into the training we provide to our agents.

Company Procedures

If you're like most companies, you have a web-based repository, database or management system that contains all of your related instructions, processes and procedures for supporting your customers. We will ask you to please share them with us. We will want to follow these to ensure consistency when we support your customers.

Our frontline management team, trainers, quality assurance people and other essential support staff should have access to this information on an ongoing basis. Our staff want to be aware of all changes to your processes and procedures. We will work with you to find the best way to communicate changes to this information.

Onboarding

We will work with your team to ensure that our onboarding process thoroughly reviews and tests agents and frontline management before they start interacting with your customers.

A best practice is to have newly trained employees tested on material comprehension and their ability to interact with systems and customers. This testing will ensure our mutual success.

When an agent reaches the desired level of proficiency, they will join the production environment.

Objectives and Key Results

The success of our program will be measured by establishing a series of objectives and their associated key results. We call them OKR's for short. These OKR's will be confirmed at the start of the program and written into our business agreement. OKR's help to ensure that everyone in our organization has a complete understanding of the program goals. OKR's are especially crucial to recruiting, training onboarding, production, reporting and quality assurance.

Is critical to our success that these OKR's are documented and obtainable within a mutually agreed upon time.

Often, we ask our clients to provide a level of transparency to show us that a specific OKR's are obtainable and actionable based on the work that you have asked us to do.

We know that business needs change over time. That is why we will review the OKR's every quarter to ensure their validity and impact on our respective businesses.

Operations/Production

Success in this area is a result of a strong partnership and transparency in our communications and our results. Many factors can impact operations and especially the production environment.

Situations like higher than expected contact volumes, unplanned absenteeism or system challenges will be managed so that there is minimal disruption to your customer service.

We will share with you established protocols that we have used in the past to support the different aspects of our operation.

Depending on the specific arrangement and the type and number of staffing involved, we will detail the areas of operational responsibility to ensure minimal impacts.

Management Support

The hours of operation will be documented in our business agreement.
We offer 24 hours, seven days a week support. However, we know that every client has specific needs. We also know that statutory holidays and other events may require adjustments to the HOOP from time to time.

In Tunis, we do offer part-time support (16 – 30 hours per week) and support schedules that require agent shifts to change every two weeks or monthly basis.

In the Philippines, we do find that unpredictable shifts impact our employees job satisfaction. That drives higher attrition, which in turn lowers tenure and program experience. Hence, we do not offer part-time of flexible shift arrangements.

In either location, we would be open to discussing permanent weekend shifts if we felt confident that we could recruit for that particular schedule.

Workforce Management [staffing schedules]

On smaller programs (10 FTE or less) our Clients will communicate the working schedules for our agents. On larger programs, we will deploy our WFM team to work with our client to create mutually agreeable staffing schedules.

If needed, our WFM team will address various demands such as contact volumes, daily volume spikes or seasonal peaks to give you the most effective staffing schedules.

Our Partners Management Support

Agents are employed directly by CFC partners. The partner organizations support their employees according to local laws applicable to the country and region in which they operate.

Our partner organizations have Human Resource departments that ensure employees are treated with dignity and respect and that everyone has a safe and comfortable working environment. Our partners provide their agents with opportunities for personal growth through education and promotions.
They also abide by their particular government regulations as it relates to benefits, vacation, leaves of absences and all other employment laws and regulations.

For the most part, these laws and regulations are very similar to the ones found in North America and Europe. If there are differences and they could impact on your business in any way, then we will make that clear to you in our business agreement. An example may be a specific holiday that is not observed in your country. That may impact the programs staffing on a particular day. By communicating such matters in advance, we work to minimize any impact on your business while helping our partner staff to enjoy their holiday.

It is a well-known fact that attrition can be an obstacle in our business. Therefore, we take proactive steps to minimize it.

Our partners provide facilities and amenities that are designed to attract and keep employees. Employee benefits such as competitive wages, health and dental coverage, vacation time, education reimbursement may be part of the total compensation package their agents receive.

Payroll

Our agents receive their pay on either or both the 1st and 15th of each month. We manage all the related payroll matters and ensure that the correct deductions and taxes are applied.

Bonuses

These can be an important part of any employee’s compensation. Therefore, we commit that any bonuses [client paid; company paid] that an employee is eligible to receive are paid out no later than the second pay cycle on the following month.

Communications

We communicate openly and transparently. This communication style makes our business dealings more straightforward and far more productive. When we make mistakes, we will tell you about them, or we expect to be called out on them if we are not aware of the error.
When we exceed your expectations, we will be thankful for your recognition. We are especially happy if your gratitude gets directed to the proper employee(s).
Please expect the same from us.

Methods of Communication

We are comfortable communicating with telephone, emails, instant message applications or social media applications such as Hangouts™ and Skype™.

We no longer support any communications by fax.

Reporting

Meeting and exceeding our OKR's requires that we have access to data from real-time systems or your reporting application.

On smaller programs, our clients typically provide the necessary reports. These reports allow us to manage the operational aspects of the business.
On more extensive programs, we seek appropriate access and tools to enable us to create the reporting required to support your business.

We will document the standard reporting requirements in our business agreement with you.

Business Insights

The value we bring to our partnership is our ability to provide you with valuable business insights. Your business and its processes, procedures and related customer interactions may provide us with insights and ideas that could improve customer satisfaction, lower your costs or improve sales or increase your effectiveness.

In all cases, we will document our business insights and provide you with the appropriate level of detail and background to help you make the most of our findings.

Quality Assurance

We take an active role in quality assurance management. We will randomly audit telephone calls, chats, emails, and the posts that our agents handle in a given week. This constant review ensures they maintain alignment with our OKR's, your corporate policies and procedures.

Recording and Access to Customer Communications

As with most of our programs, our clients provide access to telephony, data systems and applications that record conversations or transactions when supporting the customer. We ask to have equal access to all appropriate recorded information and reporting to help us deliver quality assurance and effective coaching.

The specific quality assurance measures, the associated actions and related reporting will be documented in our business agreement.

Please note, additional fees for special quality assurance services may be required.

Change Management

We know changes will happen, and we take those changes seriously. We deploy a change management process that is designed to capture & process all requested changes that might impact our business agreement.

Changes such as adding staff, altering the type of work or measures within an OKR can have unexpected impacts on a program. We ensure the understanding and acceptance of changes through our change management program.

Privacy / Compliance

The employment agreements with all of our staff have strict terms regarding the handling of private and personal information.
We have a zero-tolerance policy regarding privacy and compliance.

If required, we can have our staff sign an additional privacy agreement specific to your business requirements.

Fee Structures

We cater to many different types of fee structures.

Some clients like an all-in Agent fee per hour. Some prefer to be billed by position, some by transaction handled. We are willing to discuss what makes sense based on the type of work we will do for you.

Depending on the program requirements, a nominal start-up fee could be applied to cover the various up-front investments needed by our partner.

Please note, we do not accept "pay for performance" agreements.

Legal Contract - Business Agreement

Term

Our standard business term is one year. After one year of working together, we hope that we will automatically renew our agreement for another year.
If either of us needs to make changes to the agreement, we typically start those conversations 12 weeks before the end date of the current deal.

Termination

Despite best efforts, sometimes things do not work out as planned. When the business agreement has to terminate early, we recommend a 12-week transition period. This time allows you to get up and running in your new environment while allowing our employees to be assigned to other programs.