

Call Center Outsourcing Provider for Financial Services, Insurance, Health Care and Telecommunications Companies needing Customer Care and Support that Reduces Costs while Increasing Revenues



Mark Wilson
President & Chief Executive Officer

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Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Wilson, what is the idea behind Chime Solutions?

Mr. Wilson: The idea behind Chime is that we are trying to create an environment through the services we provide for employees that are looking to grow and mature professionally, as well as, being a company that is caring and doing good things at the center of our mission as a business.

CEOCFO: How do you do both of those things? What services are you offering?

Mr. Wilson: Our company is an outsource provider of call center services. Therefore, we basically provide customer care and customer support for our clients. To accomplish this, we need people, so our view and philosophy is that if we care for our associates and have them to feel empowered, supported and needed, then they will perform their job well which ensures that they extend the right customer service and care for our clients' end customers.

CEOCFO: How do you help someone grow into really looking at customer service as something important and valuable and not a "let's get the customer off the phone quickly" kind of situation?

Mr. Wilson: I think the simple answer to that is with intention. We have to be intentional about making sure that we do whatever we can so that our Service Delivery Consultants understand how important their work is and how it can impact or effect the person that is calling in. Therefore, we go to great lengths to try to make sure that we expose our Consultants to this way of thinking while emphasizing the importance of the role that they play in our company.

CEOCFO: Would you give us an example of how you do that?

Mr. Wilson: There are any number of ways, but primarily for most of our clients we have to make sure that our Consultants get a chance to simulate the actual job that they are going to be performing. They spend a great amount of time role playing, where they are given specific examples of a call. We use these examples to explain their impact on the caller and motivate them to be professional and solution oriented.

CEOCFO: Who is turning to you for services? Are there certain types of companies that are looking for real customer service? Is there a common thread?

Mr. Wilson: We have different verticals that we service. For example, customer care could be an appointment setting service for a healthcare provider or it could be a person calling in that has a billing question for a retail customer. We tailor our training to make sure that our Consultants have the knowledge that they need to provide the service for their particular client. Again, we have certain standards that we expect all levels to adhere to. We have quality checks that validate if we are performing at those standards.