



Q&A with CB Smith, CEO & President of Virtual Managed Solutions providing Contact Center Solutions and Services for the Hospitality, Security Monitoring, Marketing and Direct Response Industries



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Interview conducted by:
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CEOCFO: *Mr. Smith, according to the Virtual Managed Solutions website, "VMSUS is your source for unique technology solutions." What is the focus for the company?*

Mr. Smith: The focus for the company is primarily customer service, with the emphasis on service. We are a service oriented company that provides a variety of different solutions in a variety of different scenarios. One of our primary focuses as a contact center is customer service in the hospitality industry. We serve several giants in the hospitality world. We basically take phone calls from consumers looking to book a reservation at any number of hotels across North America, including Mexico and Canada. We use the reservation software associated with that particular hotel that the consumer is looking to make a reservation at, and we will book their stay and process their credit card from the comfort of our office here in Caribou, Maine.

"The people that come to work here are very conscientious of other people's needs. When they have a job which requires that they provide a service to someone, even over the telephone, such as how we do it here in this contact center, they are determined to do a great job and provide excellent service and therefore, passing along that service to the consumer who has called in. Everyone is happy at that point. Our staff; my agents, have a sense of accomplishment every time they have a successful phone call and obviously, the calling party, the consumer, has had a great customer service experience as well. Everybody wins!" - CB Smith

CEOCFO: *How do you work with an organization to figure out the level of customer service they really want? What goes into an engagement so that you can provide the best level of customer service?*

Mr. Smith: That is a great question. We provide a service based on the level of expectation from our clients. Of course with varying levels of service, not only is quality important, but the in-depth amount of services provided, we will determine the cost of that service on a phone call. For example, we have some clients that are interested in paying for a process to happen when a call comes in to our contact center and they are willing to pay for a price per call. We have other clients who are interested in a much more in-depth process in that customer service call and they are willing to pay by the minute. We are finding that our clients looking for a service, will pay more money to have a highly skilled, trained customer service agent processing the service for our client's consumers. They are happy to pay more money for high-skilled, qualified service work.