



BUSINESS LIFELINE CONTACT CENTER SERVICES

Dear Valued Partner,

Business Lifeline Ltd wants to introduce you to our Call Center Services. Improve the quality of your service delivery whilst reducing your operating cost with a partner that is committed to supporting your business success. Here is some important information about how this service can add value for you.

WHAT IS A CALL CENTER?

A Call Center is a centralized hub to which phone calls, emails and online chats from current and potential customers are directed. Business Lifeline Ltd introduces our Call Center Services. Get prompt and professional:

- Inbound call answering services
- Email and online chat responding
- Outbound call services
- Remote support
- Combine voice, chat, and email queues into a single omni-channel experience
- CRM integrations allow for efficient sales and marketing operations
- Customer surveys and market data
- Real customer insights

IMPORTANCE OF CALL CENTERS

Customers have high expectations for the customer service provided by brands. They not only want their issues addressed, they want them handled quickly and efficiently. When a time-sensitive matter arises, customers often turn first to the telephone. According to an industry survey, the phone is the most frequently used communication channel for service, with 73% of customers using the phone for customer service. This is a higher percentage than online channels, such as email and chat.

It's critical that when customers call for service or support, a representative is available. Brands that utilize call centers can effectively provide assistance to customers in need. Call centers can make a brand available 24/7 or during a time window that matches customers' expectations.

HOW DO I KNOW IF MY BUSINESS NEEDS A CALL CENTER?

Call centers are used by many different businesses such as online merchants, telemarketing companies, computer product help desks, service providing organizations, charities and any large organization that use the telephone to sell their products or services or enhance their customer experience.

Here are a few signs that your business may need Contact Center:

- **You're in the following industries:** Education, Healthcare, Retail/Services, Finance/Insurance, Hospitality, Public Sector
- **You have a call center or customer service department**– This means that your business has enough customers and a high enough call volume to warrant Contact Center. Your call center and customer service department could always use improvement and streamlining, and Contact Center can help.
- **You struggle to manage omnichannel customer interactions**– If your business is feeling crushed under the weight of managing customer interactions across email, online chat, and phone, Contact Center can centralize the management of customer interactions in one place.
- **Your call centers are struggling**– If your call center or customer service department is struggling to handle call volume, has poor call performance, or isn't hitting their call quotas consistently, then you could benefit from Contact Center, which can enable skills-based call routing, automatic dialing, and more.

QUALITY ASSURANCE

Business Lifeline is dedicated to ensuring that your customers experience the highest level of customer service.

We will:

- Answer a minimum of 80% of your calls within 20 seconds
- Maintain a call abandon rate of less than 2%
- Utilize AI productivity solutions to monitor our agents performance in real time

AGENT SKILLS

All our Agents are required to demonstrate empathy, initiative and great problem-solving skills, in addition to the following skills:

Writing skills. Agents represent your brand, so everything they write needs to be professional and grammatically sound. Additionally, written responses should be concise and address all the customers questions and concerns. Not only is this important for customer experience, but it can help eliminate costly back-and-forth communications caused by vague or incomplete responses.

Social media etiquette. When agents are responding to Tweets or Facebook comments, they're putting information out there for all the world to see, so it needs to be solid, while avoiding strong commitments or guarantees. Agents need to know what they should say and how they should say it. And, they need to understand when to take communications private. A public social media blunder can have devastating consequences, so this is an important agent skill to focus on.

Multi-tasking. A multi-skilled contact center agent might have four emails and five text message conversations in process, while also handling two simultaneous chat sessions. While these are not all "real time" conversations, being able to multi-task is critical to ensure customers don't fall through the cracks. Plus, being skilled at multi-tasking will alleviate some of the stress caused by not having immediate closure. Of course, good software tools help, too!

PRICING

Business Lifeline Ltd offers two pricing models:

- Shared agent model for companies with an average of less than 50 calls daily.
- Dedicated agent model for companies with high call traffic.

SHARED AGENT PRICING

Bronze SME (Less than 15 calls daily) **\$3375.00 monthly**; additional calls billed at \$3.00/min

Silver (Between 16 – 26 calls daily) **\$5000.00 monthly**; additional calls billed at \$2.50/min

Gold (Between 26 – 50 calls daily) **\$7500.00 monthly**; additional calls billed at \$2.00/min

SERVICE ADD-ONS

Social Media response **\$1500.00 monthly**

Email and webchat responses **\$1500.00 monthly**

Combo **\$2700.00 monthly**

DEDICATED AGENT PRICING

Please contact Mrs. Nichole Joseph-Cupid at
nichole@businesslifelinett.com or (868) 361-6225 for a quotation customized for your business needs.

