



Challenge

- Evolve Customer Service from 1-to-1 client to service representative to a more cost effective contact centre model
- Customer Service deals with commercial customer and end-consumers for 3M's 60,000 products in 7 distinct verticals

Solution

- ice³ with voiceRec, custom client email, and CRM database interface for the 800 premium customers.

Benefits

- Providing streamlined service for the 800 premium accounts, while not negatively impacting the service delivered to the other ~10,000 commercial accounts
- Personalized premium customer experience includes recognizing callers by phone number and/or company name, then ensuring only agents with the appropriate skills handle the calls
- ice³ platform allowed for layering of 3 other applications unrelated to Customer Service to yield further returns on technology investment:
 - SayMyName™ voice recognition directory for Canada-wide routing 7/24
 - HelpDesk for Canada-wide 3M IT Internal Support
 - Occupational Health and Safety Re-breather Tech Support Desk

About ComputerTalk

ComputerTalk is the voice solutions specialist, where one spoken command gets callers where they need to go. Founded in 1987, we provide integrated communication solutions for contact centers, enterprise, and Government agencies worldwide.

With hundreds of Microsoft-powered installations delivered on Intel hardware, our applications range from virtual networked CTI, to seamlessly blended agent-assist, to self-service. With 2,000,000 calls outsourced each month in hosted services, our secure multi-modal voice and data applications keep callers connected while on the go.

Built on VXML, SALT, next generation VoIP/SIP, TDM, or wireless technologies, our custom and pre-packaged voice solutions increase customer satisfaction and loyalty, generate higher revenues, reduce costs, and improve security. For more information visit www.computer-talk.com or call 1 800 410 1051.



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