

About CFSON

At one time or another, most of us have encountered problems with our financial institution. When such problems arise, we often feel stuck and don't know what to do or where to go to handle the issue.

The Centre for the Financial Services OmbudsNetwork (CFSON) is helping to put an end to such frustrations by helping consumers navigate the complaint or inquiry process by providing information and directing callers to the proper channels to best address their concerns. And the first step in this process is the CFSON call center.

It is CFSON's mandate that consumer questions, concerns and complaints be treated fairly and consistently by all its member industries in a timely, accurate, and courteous manner. ice³ supports CFSON agents toward these key objectives by directing calls to the proper queues and connecting agents with a comprehensive database to help them succinctly manage queries or complaints.

In providing bilingual, single-window access to independent and impartial complaint resolution services, CFSON's co-operative national model is an industry first, and CFSON deployed ice³ to do it right.

Challenge

CFSON agents require access to a wide breadth of industry information. Its unique multi-industry membership means that thousands of names, titles, phone numbers, and email and office addresses must be easily accessible and available to agents on demand.

Thus CFSON required a specialized navigable database as well as a system that would help to organize, control, and measure incoming calls. Finally, CFSON sought a system that required minimal maintenance so that its core team could focus exclusively on serving customers.

Solutions

ice³'s web-based interface connects to CFSON's database - custom-built by CTT - allowing agents to access and navigate all industry information quickly and easily.

Even before calls arrive, ice³ is already working to direct incoming calls to the agents best suited to handle them in the language the caller has requested.

ice³ continues to help agents with a quick and simple data retrieval process that enables them to offer informed recommendations, consistent service delivery, and swift call resolution.

While speaking with callers, agents use ice³ to query the CFSON knowledge base per callers' descriptions of their problems or questions.

knowledge base per callers' descriptions of their problems or questions. ice³ instantly searches the database and pops the appropriate actions, contacts, and referral locations on agents' screens, all the while allowing agents to remain in natural dialogue with callers and guide them on next steps. This process makes agents' jobs much easier, greatly increases first-call resolution, and reduces instances of transferring callers, putting callers on hold, or even having to call them back.


To keep things simple, CFSON opted for CTT's MSP (Managed Service Provider) program, a flexible service option that lets customers manage as much, or as little, of their contact center as they wish. Thus, CFSON's ice³ system resides on CTT's premises where it is fully managed and supported. All incoming calls arrive at CTT, from which point ice³ routes them to CFSON agents.

"We can record our calls, and use the reporting mechanism to get the statistics we need," said Manny Da Silva, CFSON's National Director of Consumer Assistance. "We also have workflow, which lets us modify and design our queues and call flows on demand."


Agents' workstations are equipped with several ice³ features, including iceCapture, ACD, and the specially designed interface for queries, searches, and data retrieval. iceCapture, a built-in conversation-recording feature of ice³, allows CFSON to record calls for quality assurance, dispute resolution, crisis situations, or even training.

ice³ generates customizable reports to assist CFSON in evaluating whichever aspect of their service - such as call volumes, or statistics on how many calls are transferred where - they wish.

Hopefully you'll never have to deal with a financial headache. But if ever you do, give CFSON a call with the assurance that you'll get the guidance you need in no time at all.

	Highlights
1	ice ³ 's web-based interface connects to CFSON's database - custom-built by CTT - allowing agents to access and navigate all industry information quickly and easily.
2	CFSON can record calls, and use the reporting mechanism to get vital statistics. They use ice ³ 's workflow designed to modify and design queues / call flows on demand.
3	ice ³ 's customizable reports help CFSON to evaluate whichever aspect of their service they wish.

COMPANY PROFILE



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