

## Contact Center Solutions, Consulting and Implementation Services for Public and Private Sector Organizations



**Pierre Lemoine**  
President and  
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**CEOCFO:** *Mr. Lemoine, would you tell us the focus for Quovim C3?*

**Mr. Lemoine:** Quovim C3 stands for Cross Channel Communications, because we're all about providing consistent communications across all platforms. Quovim C3 helps organizations, both in the public and private sectors, improve their customer experience across communications channels such as, telephone systems, email, chat, web interaction and social networks. Founded in 2008, we provide implementation and consulting services for Interactive Intelligence, the industry leading contact center solution. Quovim C3 resells the Customer Interaction Center (CIC) software solution and provides customized consulting and support services to help organizations maximize use of the technology.

**CEOCFO:** *What do you understand about the challenges in creating a good customer experience that perhaps others do not?*

**Mr. Bigio:** When we talk about customers, we have to remember that there are actually *two* customers in the equation. The first is our customer that uses our technology to enhance their operations, and the second is our customers' customer that contact and connect with our customer with questions or requesting services. By enabling and improving the experience of one customer, we subsequently deliver better and improved service to the end customer. Let me give an example. One of the things contact centers are asking for, that I like to talk about, is reducing the agent desktop space. The desktop has become a real estate battle where agents require a more seamless, easy-to-use, fewer clicks and less navigation option. By integrating our solutions with best of breed CRM platforms such as Microsoft Dynamics, Salesforce, or other solutions from Oracle and companies of that sort, agents can quickly access and respond to customer inquiries with all the necessary data they require. For example, they have a complete view of the client – how many times they have contacted the call center, whether they have sent an email, had a chat session with someone or simply made a phone call. Armed with this and other pertinent information, the agent is able to provide a quicker and better experience for their customer. That is the idea of what we are trying to deploy within our customer base.

**Mr. Lemoine:** We are excited to be able to provide a complete solution that addresses all contact center needs, in-house. Typically, contact centers use different types of channels to communicate with their clients, but this often means dealing with separate companies with their own service level agreements. Imagine the level of complexity involved in managing all these separate organizations! At Quovim C3, we centralize all these different types of interactions, under one service offering with the ability to provide reporting and statistics. And because it is a centralized offering, we have a holistic view of the client's needs and can make adjustments and recommendations as needed.

**CEOCFO: *What types of companies are turning to you for services?***

**Mr. Lemoine:** We cater to companies, both large and small that operate a contact center and are looking to maximize their return, expand their services and enhance customer service. Insurance, retail, government, entertainment, any organization where connecting and communicating with a large customer base is a pivotal part of their operations. Today, the insurance industry is one of our biggest markets as they have embraced the multi- or omni-channel approach to communicating with their customers.

**Mr. Bigio:** Additionally, the insurance industry does a lot of in-bound and out-bound sales, so there are many different types of media and cross-selling campaigns to be managed. For example, a client may be contacted for auto insurance, but can also be pitched a promotion on home insurance or provided with a rebate on a security system installation. We are deploying many of these types of services to our clients.

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**CEOCFO: *You recently announced your first US client, SatCom Marketing of Minnesota. Is entering the US market a strategic move?***

**Mr. Bigio:** Yes, of course. We see the US and Canadian market as a whole with few barriers. In the past year, we have learned that companies are less concerned with where you are headquartered and more concerned with the level of on-going service and support provided. For SatCom specifically, they turned to Quovim C3 because they needed a partner who understood their business and could deliver hands-on, day-to-day support with the ability to quickly respond and resolve issues. They wanted someone who can react quickly and come up with either a solution, a work-around or a permanent fix to their problems. We already have several initiatives planned that will improve their overall customer service, satisfaction and their ability to do a lot more with their current staff. We will also be there to support their expansion with a new facility in Florida.

**CEOCFO: *What are some of the simple things you might encourage a company to do?***

**Mr. Bigio:** I think the reason for our success is primarily that we pay attention. It may sound ridiculous or simplistic, but we pay attention to what our customers say they need. They are the absolute experts. We may know a lot about contact center technology, but they know a lot more about their business and their requirements than we do. We listen to what is important to them and we try to deliver on that. For our own internal company, we pay close attention to what our employees need to be able to deliver quality solutions and services. We believe in investing in training and developing skill sets so that our expert staff is delivering at the level they need to be. When onsite, our customers often talk about the deep skill set that our resources have in contact centers, contact center technology and the different types of complimentary solutions that wrap around the contact centers.

**Mr. Lemoine:** Bringing new ideas to our customers is also very important to us. I think our recent and continued success in the US market has demonstrated this. Companies want to maximize their technology investment and use the solution to its fullest potential, but do not know how. Interactive Intelligence is one of the most complete platforms in the industry. Unfortunately, many companies are not fully capitalizing on its complete potential, using only 30% of its functionality. Our role as technology experts and contact center consultants gives us the unique position to propose new solutions, approaches and uses that deliver a return on investment. Clients are amazed how much more they can do with the solution and how much more productive their agents can be.

**CEOCFO: *Do you have an ongoing relationship once you have helped a company set up a system?***

**Mr. Bigio:** Building an ongoing relationship is key to our approach. We build partnerships with our clients and not sales accounts. It is not just selling them one thing and then moving on to the next customer. As I mentioned earlier, we listen closely to our customers and work with them to develop solutions that work for their specific environment. We nurture our customer accounts looking for innovative add-on solutions and services that can improve their operations. We are always on-hand to support our clients providing them with training, 24/7 monitoring, support services and expert consulting.

**CEOCFO: *What is changing in the industry today?***

**Mr. Bigio:** Multi-channel has changed everything! About fifteen years ago, voice was the only channel. Today, providing multi-channel communications are critical for all companies. People want to communicate using whatever medium they choose, from voice, chat, email and growingly, social media. The other element changing our industry is the cloud. Everything it seems is going to the cloud. For us, we work with Interactive Intelligence's PureCloud, a 100% cloud based contact center solution that runs on Amazon Web Services. Depending on the customer's level of complexity, they can select from the three main modules: collaborate, communicate and engage. PureCloud has an unbelievable architecture and is extremely quick to deploy. As a company, we quickly adapted our resource to respond to this new trend. Where we once solely focused on client-server technology or client-based technology, we now look to help customers find a way to integration solutions like PureCloud and their ERP system.

**Mr. Lemoine:** Our strong consulting background is the reason why we feel we are best positioned to respond to the market. Though cloud-based solutions are easier to purchase and get started, clients need expert guidance in how to best use the system and integrate with other existing systems. This is where our expertise comes into play.

**CEOCFO: *How do you reach out to potential clients?***

**Mr. Bigio:** We are fortunate and thankful to have a growing list of extremely satisfied customers that act as our brand ambassadors, sharing their positive experiences with other companies. Word of mouth has been a huge driver for us as nothing speaks louder than success. When a client is happy, they want to tell everyone. The contact center industry is a small world – everyone goes to the same events, networks and hangs out at similar functions. The word gets around quickly when they hear about good service backed by a good team. Of course, we don't rely on just word of mouth. We also have numerous sales and marketing initiatives throughout the year that promote our products and services. In addition to developing a strong social media presence, attending tradeshows and conferences, we host our own annual customer conference, issue regular, on-going press releases and communications, host webinars and seminars, and work hard at delivering valuable content. We also have an inside sales team that reaches out to potential customers.

**CEOCFO: *Do you see going outside of North America?***

**Mr. Bigio:** Absolutely! One of the areas we are looking into is Latin America. With a short to medium term objective, it is something that we are currently working on. I think between the rest of North America, the Canadian territory and Latin America, we probably have quite a bit set for the next few years. We will see what will happen after that, but Europe is not far away, but for now, I think we have enough to concentrate on.

**CEOCFO: *When you are helping a company make their customer experience better, how do you weigh best practices with what a company is willing to spend?***

**Mr. Bigio:** We take a very open and honest approach with our customers so that they have a complete understanding of all options. If a customer is looking at speech recognition technology or keyword analysis, although many of these technologies have come down in cost tremendously, we work with our clients to weigh the benefits versus the cost. We help them make better decisions in terms of where improvements can be made and where they can get the biggest bang for their investment.

**CEOCFO: *Why choose Quovim C3?***

**Mr. Bigio:** Simply put, we deliver what we promise because we have the expert skill set and industry knowledge to get the job done. By choosing Quovim C3, companies deal with an experienced partner that delivers on quality and provides personalized attention. Support and service is our number one priority. Across the board, our technical and consulting resources have the contact center knowledge and proven experience – some have well over 20 years – to propose and deliver exceptional solutions. We are also Gold Interactive Intelligence Partners with the ability and experience to sell and support Interactive Intelligence CIC and PureCloud solutions – the leading contact center solution.

**Mr. Lemoine:** We are not systems integrators, solution providers or consultants. We are contact center partners that care about the success of your organization. Our clients see huge improvements in their operations. Our staff in essence becomes their staff, embracing our employees as their own. We often hear our clients talk about the Quovim C3 family and that is largely due to our personal, hands-on approach.

**CEOCFO: *Final thoughts?***

**Mr. Lemoine:** The industry is changing and evolving at a rapid pace. Companies should never settle for a solutions provider who comes in for a couple of months, does their job and then disappears. With Quovim C3, companies gain access to a dedicated long-term partner that remains focused on improving their operations and enhancing the customer experience. It is not a one-time proposition. The industry, market, clients and even company objectives change. Quovim C3 is there to support these changes.



**For more information visit:  
[www.quovimc3.com](http://www.quovimc3.com)**

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