

## Call Center Outsourcing Provider for Financial Services, Insurance, Health Care and Telecommunications Companies needing Customer Care and Support that Reduces Costs while Increasing Revenues



**Mark Wilson**  
President & Chief Executive Officer

**Chime Solutions**  
[www.chimesolutions.com](http://www.chimesolutions.com)

**Interview conducted by:**  
Lynn Fosse, Senior Editor  
CEOCFO Magazine

**CEOCFO: Mr. Wilson, what is the idea behind Chime Solutions?**

**Mr. Wilson:** The idea behind Chime is that we are trying to create an environment through the services we provide for employees that are looking to grow and mature professionally, as well as, being a company that is caring and doing good things at the center of our mission as a business.

**CEOCFO: How do you do both of those things? What services are you offering?**

**Mr. Wilson:** Our company is an outsource provider of call center services. Therefore, we basically provide customer care and customer support for our clients. To accomplish this, we need people, so our view and philosophy is that if we care for our associates and have them to feel empowered, supported and needed, then they will perform their job well which ensures that they extend the right customer service and care for our clients' end customers.

**CEOCFO: How do you help someone grow into really looking at customer service as something important and valuable and not a "let's get the customer off the phone quickly" kind of situation?**

**Mr. Wilson:** I think the simple answer to that is with intention. We have to be intentional about making sure that we do whatever we can so that our Service Delivery Consultants understand how important their work is and how it can impact or effect the person that is calling in. Therefore, we go to great lengths to try to make sure that we expose our Consultants to this way of thinking while emphasizing the importance of the role that they play in our company.

**CEOCFO: Would you give us an example of how you do that?**

**Mr. Wilson:** There are any number of ways, but primarily for most of our clients we have to make sure that our Consultants get a chance to simulate the actual job that they are going to be performing. They spend a great amount of time role playing, where they are given specific examples of a call. We use these examples to explain their impact on the caller and motivate them to be professional and solution oriented.

**CEOCFO: Who is turning to you for services? Are there certain types of companies that are looking for real customer service? Is there a common thread?**

**Mr. Wilson:** We have different verticals that we service. For example, customer care could be an appointment setting service for a healthcare provider or it could be a person calling in that has a billing question for a retail customer. We tailor our training to make sure that our Consultants have the knowledge that they need to provide the service for their particular client. Again, we have certain standards that we expect all levels to adhere to. We have quality checks that validate if we are performing at those standards.

**CEOCFO: *Chime Solutions offers some analytics. How do you make it easy for a client to measure what you are doing?***

**Mr. Wilson:** Yes, we do offer an analytics service. For this to be successful, we have both an inhouse tool and teams that measure all performance metrics. We continually provide our clients with information that makes it easy to understand every aspect of our performance. A good example is the quality metric. We use our quality team to listen to calls and score Consultants based on predetermined key performance indicators. We also provide continual reporting to the client along with weekly client calls to ensure that we are calibrated.

**CEOCFO: *Are you able to work with your individual clients to tailor a program or to point out that perhaps something they are looking for is not the best way to go? What is your interaction with your clients?***

**Mr. Wilson:** Our interaction is a partnership approach that requires daily interaction with our clients. We pride ourselves on building and maintaining relationships that allow us to provide candid feedback and explore industry opportunities.

**CEOCFO: *What might you pick up as your people are taking calls that would change a client's approach?***

**Mr. Wilson:** Because we have an ongoing understanding of our performance, client goals and the training required to attain such levels, we are able to readily assess and make suggestions that would enhance the customer experience. Our clients are receptive and cooperative; again, as a result of the partnership approach that we have with them. As we learn things, we try to share best practices, consult with our clients and make the necessary changes.

**CEOCFO: *Is your call center based in Georgia? Are all of your people there or do you have other locations?***

**Mr. Wilson:** We are headquartered in Morrow, Georgia and we have another center in Sacramento California.

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**CEOCFO: *Do you find that just the basics of a company wanting US only customer service is a step above already and makes a difference in the quality of clients and the quality of approach?***

**Mr. Wilson:** Absolutely! Our approach has been, and I use the word intentional again, that we focus on the domestic market. We are doing what we can to service clients that have that kind of focus and are really interested in next level customer service. The quality of the customer experience is generally the reason why clients are hesitant to move business off shore.

**CEOCFO: *How do you reach out to potential new clients? How do you jump off the page, particularly with your approach, if someone is looking? For example, if a client uses search, how does Chime jump out, not just in positioning, but in what you offer?***

**Mr. Wilson:** It is a fairly crowded space that we operate in. A lot of companies, outwardly or in print, say a lot of the same things about what they do. It is really important to get a mature buyer to come to our environment and really kick the tires, so to speak. It will then be evident and intuitive to them that we operate differently from our competition. We are very interactive with our people. The difference is that our environment is more professional and our people feel like they are professionals, as opposed to just entry level customer service folks, which is the approach by competitors. I think our ability to operate differently is evident in what we have done, as far as acquiring and growing our relationship with our customers without the benefit of a sales force. It is all about our reputation and our commitment to do what we say we are going to do. That is how we have been able to grow our business.

**CEOCFO: *How are you able to ramp up with committed staff, when it is Valentine's Day or Christmas or where there is maybe a big increase in volume for a client?***

**Mr. Wilson:** We have made seasonal support a practice area for our business, which allows us to operate more efficiently under short timelines. Over the years, we have just learned the nuance of hiring the right person for the jobs that we are looking to fulfill on a seasonal basis. Therefore, it takes understanding and knowing the techniques that are necessary to go out and recruit the right hire. Then, our vetting process allows us to determine who it is that we want to add to our team, which is the secret sauce. For any growth that we have in our business, we try to have that growth sustained by the people that come into our company, via some of these seasonal programs.

**CEOCFO: What has changed in your approach over time? What have you learned as Chime Solutions has grown and evolved?**

**Mr. Wilson:** There is a lot! The industry or the texture that we have breeding has changed a lot, particularly around technology. Today, with the cloud based solutions that are available we have been able to gain efficiencies by using third party providers with certain expertise and reduce costs at the same time. This allows us to focus on our core competency, which is in our people and properly training them to do the work. However, over time the validation of our approach towards people is one that we just continue to build on. Therefore, we know that caring for our people, supporting them and developing them is the right way to go. This is proven in employee engagement and decreased attrition.

**CEOCFO: Did you recognize the need for developing people on day one?**

**Mr. Wilson:** Chime happened to be the second call center business that we have owned and operated. We led Ryla Teleservices in the beginning; we sold that business in 2010. However, from the beginning I have always known that the difference was going to be the people and how motivated and interested they were in the work. Therefore, we had to do things that were going to promote that. We have always had the people- first approach towards leadership and towards the development of our company.

**CEOCFO: Do you interact with customers with chat and email as well as telephone? Would you tell us a little bit about the depth of your services?**

**Mr. Wilson:** We provide the full array of services needed in our space. We have the technology to do all of it and do. For every multichannel or business that this required, it is all client demand driven as to what service we provide. However, suffice it to say that we have the capability of delivering on whatever channel it is that our client is looking for.

**CEOCFO: Would you tell us about Chime Solutions recognition in the Georgia Fast 40?**

**Mr. Wilson:** The ACG has recently recognized 40 companies throughout Georgia for their year over year growth. Chime Solutions was awarded top of the mid-level category, companies ranging from \$15-60M in revenue. This is a good recognition for our business, because it is a reflection of the people that work here and how it is that we are able to achieve some our present success. I think it is always important for leadership and actually the family at large to see that they are part of something special, through awards like this. Therefore, I really try to deflect anything that comes to me personally as a CEO, to our people where it is more appropriately placed. They are the people that are doing the work and I want to make sure that whatever growth that we are achieving, they know it is because of them.

