



CONTACT CENTER



As part of our commitment to our clients, SEEL offers a comprehensive Contact Center staffed by trained professionals who are dedicated to outstanding customer care.

The SEEL Contact Center is the central point from which we manage all customer contacts, via phone, email, postal mail, website inquiries and chat messages. As an example, our agents have handled more than 300,000 inbound and outbound phone calls in four locations across three states. We have invested in a state-of-the-art Avaya phone switch system that provides features including:

- Intelligent call routing based on agent skills and training
- Call recording
- Historical data tracking
- Real-time standard and customized reporting
- Work force management tools

As part of our customer-service goals we also monitor multiple Key Performance Indicators (KPIs) that measure success, including:

- Average speed of answer (ASA)
- Average handle time (AHT)
- Service level
- Abandonment rate
- Real-time agent adherence
- Overall quality assurance.

The Contact Center's success comes from our "Customer-First Culture," which focuses on customer satisfaction as the number-one goal. All SEEL agents are trained on first-touch, one-call resolution principles, and are skilled in building trust and customer loyalty. Our agents have a deep understanding of our clients' customer segments, and the Contact Center offers multilingual services, in English, Spanish and Arabic.

SEEL CALL CENTER MISSION

"SEEL is committed to being an industry leader, and will deliver world-class customer service by taking every opportunity to exceed our clients' expectations. We will provide prompt, client-focused, measureable, service-driven solutions for all internal and external customers. Our service agents will be responsive to customers concerns in a timely manner, and follow through with all customers to ensure complete satisfaction."



SEEL was awarded the Alliance to Save Energy's 2011 Andromeda Star of Energy Award, which is among the highest national awards for the dynamic implementation and management of a successful energy-conservation initiative within a territory.