

Contact Center Services

It takes an expert to meet customers' needs in today's evolving communication landscape. In the decades since Advanced Customer Services (ACS) first launched, we've adapted our offering to include online chat and email in addition to phone service, to cater to the changing preferences of our clients' customers. Since our inaugural call center opened in 1982 to serve the extended warranty industry, we've also added a number of locations, upgraded our systems, enhanced our staffing requirements—and secured our spot as a leading turnkey communication services provider.



By combining the classic call center with new technologies and additional communication channels, we can now provide seamless customer service and marketing programs as an integrated part of your business.

Fully integrated solutions at your service

With our growing number of offices in Michigan, Ohio, Tennessee, Florida and Washington, ACS has the staff and redundant operations to support your programs in a secure and timely manner. Though all of our operations are based in the US, we offer bilingual capabilities, and our service representatives can be cross-trained in separate locations to handle peaks in volume or to provide business continuity protection in the event of an unforeseen disaster.

By employing an automatic call distribution and interactive voice response system, as well as scripted and knowledge-based responses, our call centers are able to ensure every call is answered promptly and completed to meet stated service level agreements. We also provide in-depth reporting and track individual customer responses using our integrated CRM system capabilities. In addition, our management team constantly reviews and analyzes conversations to make sure our staff members conduct calls in a professional manner, addressing additional training needs and new issues before they become a problem.

Our clients also benefit from our direct marketing services, which include complete direct mail copy and design, fully interactive email campaigns and “click to chat” support, along with basic, service-level web sites and personal URL marketing campaigns. Where necessary, we use skill-based routing to make sure every communication is answered by the proper CSR.



A broad range of specialized communication services

Since our beginnings in the warranty support industry, we have expanded our industry expertise to include medical contact center programs and a host of other arenas, in both the B2B and B2C markets. Taking a proactive role in identifying new opportunities and generating new ideas for our clients, our specialties now encompass both outbound promotional campaigns and inbound customer service. The following are just a few of the services we can provide:



Warranty Programs

- ▶ PCI-compliant sales of extended warranties
- ▶ Response to customer service requests
- ▶ First level problem resolution and service call coordination

Medical Contact Center Programs

- ▶ Hospitals
- ▶ Physician practices
- ▶ Appointment setting
- ▶ Telehealth patient follow-up
- ▶ Prescription follow-up

Other Services

- ▶ Prospecting, lead generation and appointment setting
- ▶ Surveys—new product, satisfaction, opinion
- ▶ Customer loyalty programs
- ▶ Direct marketing programs
- ▶ Insurance marketing
- ▶ Membership drives

Already have a call or contact center?

Many of our clients have their own in-house contact centers, and enjoy the convenience of using us as the first point of contact with their customers. We forward only the most complex calls to their in-house centers, which streamlines their communications and enables them to control their costs by allowing their staff to focus exclusively on high-level issues. We can also provide extra support for times when your demand peaks beyond normal staffing levels, saving you the headache of hiring and training just for short-term jumps in volume.



ACS: where communication meets innovation

Backed by our sophisticated technology and deeply rooted communication expertise, our call center services and marketing programs provide the innovation you need to effectively support your marketing and customer service initiatives.