



# CHESAPEAKE TELEPHONE SYSTEMS

customer experience

## CMD OUTSOURCING SOLUTIONS

CUSTOMIZED CALL CENTER SERVICES

*“Chesapeake knows call centers and they’ve been a great business partner. They’ve come up with smart ways to improve our call center and their ideas help us make informed decisions about technology.”*

— **Russ Causey**  
CEO, CMD Outsourcing

### AT-A-Glance

#### Customer

- Call Center Services
- Serving Higher-Education, Healthcare, and Mid Market

#### Solutions

- Toshiba CIX670 IP phone system - 100 phones
- Automatic Call Distributor (ACD)
- Server Room Retrofit & Cabling
- Task Contact Center Reporting
- Tracer Advanced Call Recording
- Unified Messaging & Voice Processing
- 6 ISDN PRIs

#### Key Benefits

- Improved service response
- Ability to expand and grow
- Business continuity
- Outstanding technical support & proactive account management

### A good problem to have...

More clients are turning to CMD's specialized call center for outsourced support – CMD's 80 experienced call agents manage a high volume of calls – addressing everything from billing questions, financial aid and registration requests, to outbound lead generation. Focused on the fast-growing Higher Ed, Healthcare and Mid Market sectors, CMD has experienced rapid expansion, even during these tough economic times. Privately held and based in Baltimore, CMD has access to one of the country's most educated working populations and maintains sales offices in Chicago, Houston, and Charleston, SC.

### Rapid growth

Chesapeake's professional account team has played a vital role in CMD's technology planning and deployments. CTS recently doubled CMD's IP phone system capacity and coordinated a complex real estate expansion – including a server room retrofit and new cabling. Rapid growth requires a phone system that can easily add phones and network access, so CMD's busy corporate offices and call center are served by Toshiba's powerful CIX670 and ACD, both of which offer plenty of room for expansion. Teleworker modules provide connectivity to remote staff - supporting CMD's nationwide business development efforts.

### Smart moves

Keeping up with emerging technology has enabled CMD to bring in more clients, who depend on outstanding service response to support their mission critical customer contacts. Tracer Call Recording and Task Contact Center Reporting were integrated into CMD's voice network, providing improvements in call handling, management data collection, and real-time supervision.

### Positioned for the future

Chesapeake's proactive approach to account support has enabled CMD to explore emerging back-up technology to support business continuity. Protecting its Baltimore operation is vital – especially if it is disrupted by an emergency or power failure. Keeping up with important software and hardware updates also maintain service assurance, giving CMD's IT team and Call Center Managers peace of mind. Chesapeake's full service partnership helps CMD keep pace and looking ahead.

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