



blueocean

contact centers

In a perfect world, the line between your company and your outsourcing partner is almost seamless. In that world, your outsourcing team becomes your strategic partner and the customer care team working on your behalf is as passionate about your brand as you are. On the surface, that team is resolving issues and meeting all the metrics – but the real mission, the thing they do best, is creating brand loyalty through extraordinary customer service.

We believe in that perfect world. And we believe Blue Ocean can get you there.

Brand Enhancement: Seventeen years ago, Blue Ocean evolved from marketing and market research roots. That marketing background is the foundation of our approach to customer contact. We view each contact as an opportunity to enhance the relationship and long-term loyalty of our clients' customers. Through every contact, we embody our clients' values and provide an experience that reflects their own brand promise. For companies where the quality of customer care is an important differentiator, Blue Ocean makes a strong strategic partner. World-class companies like Cisco Systems, Fidelity Investments, SMART Technologies, Loblaw Companies, and Volkswagen Audi choose Blue Ocean to provide service and support that enhances the relationship between their customers and their brand.

European Support Capability: 40% of our workforce is bilingual or multi-lingual. For Cisco Systems' international end-to-end parts and labor delivery process, we provide support in Spanish, Portuguese, and English. For SMART Technologies, the world leader in interactive whiteboard technology, we successfully scaled up from a North American support model in Year One to include European support in French, Spanish, Italian, German, and Portuguese by Q1 of Year Two.

17 years of award-winning experience providing quality support for world-class companies.

Technical stability with system integration options: We use the Cisco Unified Contact Centre Enterprise Edition system version 7.5. This platform delivers intelligent call routing, network to desktop CTI and multimedia contact management to contact center agents over an IP network.

The flexibility to integrate our clients' preferred systems and tools is a benefit of our Cisco System. Full integration and customization means your solution will incorporate your preferred tools and systems, including your CRM, with our own systems and proprietary tools.

Smart, Capable, Loyal People: The combination of our labor market, recruitment strategies, and human resources practices produces a happy, engaged workforce with better than average retention and employee satisfaction rates.

- Halifax, Nova Scotia has the highest ratio of educational facilities to population in North America, giving us access to well-educated workforce.
- 80% of our Blue Ocean workforce has some post-secondary education.
- On our most recent employee survey, 94.3% of our agents said they enjoy working for Blue Ocean and 94.6% report that they choose to stay at Blue Ocean if offered a comparable job elsewhere.
- Our 16.4% annual turnover rate is significantly lower than industry average.

We believe in the philosophy that if you “take good care of your employees, they will take good care of your customers.” We’ve received numerous awards for our HR practices including the Canadian Tourism Human Resource Council Award for Excellence in Human Resource Development. We believe those two things go hand-in-hand. We are successful because we are excellent employers who recruit, train, value, and respect outstanding people in every arena of our operations.



A Boutique Contact Center Culture: We are a 550-person center with a lean corporate structure and our clients enjoy premium client service from our senior management team. Transparency, close collaboration, and 24/7-access to our senior project management team are the bedrock of every Blue Ocean solution.

The best technology available in our industry.
Smart, dedicated people & award-winning HR practices.