

FERST

Sitel handles critical emergency contracts for companies requiring Emergency Response Solutions. We are the frontline unit that rapidly sets the response process and team in motion. FERST (Frontline Emergency Response Support Team) is Sitel's methodology of working with clients who require a day-to-day, hour-by-hour, second-to-second, emergency response center.

Solution Overview

Sitel has developed a business model built specifically for quick response to customer emergency events. As several companies have established business delivery requirements built around immediate response to critical, emergency situations, we perform contact center services that support this business need.

As technology and business have converged with point of crisis communication channels, we have connected these channels with best practice processes and skilled people to ensure the first point of contact delivers an end-to-end, failsafe emergency response solution.

Results

The support model required for an Emergency Response Solution is unique. The way in which success is measured is based upon consistent, guaranteed, and reliable success criterion. Some classic examples of the typical operational standards found in FERST include single digit average speed of answer (less than five seconds), zero tolerance for call abandon rates, complete system uptime reliability, and aggressive end-to-end timeframes for event resolution.

These are not your traditional Key Performance Indicators (KPIs) for a customer service contact center, but these are not your traditional contacts. For these types of contacts, an immediate and complete response is the core solution component...every time.



Facts at a Glance

Solutions

Contact center support for:

- Emergency, life-threatening situations
- Physical catastrophes
- Personal crisis events, which include such response situations as:
- Disabled automobile vehicle
- Elevator/lift trapped
- Household utility service interruption
- Personal theft