



**CHALLENGE:** Inconsistent global support practices

**ACTION:** Make HDI certification a requirement for all employees



**RESULTS:**  
Consistent service worldwide



**8** HDI Case Study

**9** HDI Team Certified Award

**26** HDI Research

**36** Professional Development

Includes **HDI COURSE CATALOG | TRAINING SCHEDULE** JULY - DECEMBER 2013





**Challenge:** Improve the quality of service and create a cohesive company that works together to ensure profitability and client satisfaction.

**Action:** Instill best practices and standards by establishing company-wide HDI certification requirements for employees and by becoming an HDI Corporate Training Partner.

**THE BACKGROUND:** C3i, Inc. provides service desk, desktop support, and clinical trial support services to clients in the pharmaceutical/life sciences industry. The North American call center supports more than twenty pharmaceutical organizations, including mobile sales representatives and campus users, with an annual volume of close to 400,000 contacts (voice, email and chat). Globally, C3i supports more than fifty life science companies with annual volume of 2.27M inbound interactions.

**THE CHALLENGE:** Once exclusively US-based, C3i has grown into a global organization with call centers in India, Bulgaria, and China. In addition, C3i has desktop and service desk technicians on-site at various locations across the United States and Canada. While C3i has excellent internal programs for training team members, the company's leadership wanted staff and management to align with the best practices of the support industry, and they wanted to expand the adoption of best practices and customer care across the global organization. HDI certification and training helped them do just that.

**THE ACTION:** C3i opted to use a mix of different training methods for HDI certification, including public, onsite, and virtual. The C3i team currently holds a wide variety of certifications, including HDI Support Center Analyst, HDI Support Center Team Lead, HDI Support Center Manager, HDI Desktop Support Manager, and HDI Support Center Director. By becoming an HDI Corporate Training Partner, C3i will be able to provide HDI Support Center Analyst training to staff around the world, ensuring that the entire global team adheres to the same best practices.

**The Results:** While certification and training was a significant investment, C3i thinks it was worth it. Through HDI's certifications and training courses, C3i's technicians have gained a true understanding of what it takes to provide quality support. Moreover, thanks to its HDI-certified analysts, team leads, managers, and directors, C3i has established company-wide processes, baselines, and quality standards. C3i firmly believes that HDI certification has contributed greatly to personal growth and increased dedication to the company, resulting in career growth and decreased turnover.

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