

Noridian Administrative Services

Comprehensive Call Center Services



Noridian Administrative Services (NAS) has four contact centers available for customer service calls. The contact center is headquartered in Fargo, North Dakota with additional offices in Leeds, Garrison and Jamestown, North Dakota. These centers employ about 80 customer service representatives working across five time zones. All sites have considerable room to add staff as your business needs dictate. Additionally, an interpreter service is available for non-English speaking callers.



On average, the combined contact centers handle an average of 1.1 million calls annually. Customer service representatives receive up to six weeks of training when they are hired to ensure high quality service to callers. Each new employee is required to attend the following training courses:

- Contact Center Procedures
- Multi-Carrier System (MCS), a standardized claims processing system
- Soft Skills—Serving the Customer
- Technology Essentials (PC training)
- Sensitivity Training
- Telephone Techniques
- Principles of Genuine Leadership and Stellar Service



Additionally, customer service representatives receive additional individualized training as needed to increase efficiency. It takes approximately six

weeks from the date of hire for a new employee to complete training and become proficient at handling customer service calls.

The contact center utilizes a tiered approach to resolving customer inquiries. Customer service specialists assist customer service representatives with resolving extensive customer issues. Operational team leaders, who are responsible for general supervisory support of the contact centers, oversee customer service representatives. There is also a process team leader who is responsible for the training, quality and process improvement of contact center service representatives. Dedicated training staff is responsible for leading new hire training courses in addition to mentoring and providing ongoing training to existing team members.

Operational Support

Noridian Administrative Services uses an extensive PBX telephone environment for customer service calls. The Interactive Voice Response (IVR) is a self-service technology that allows callers to request specific information through the IVR. If that information is not available, or if the caller needs help, the IVR will direct the caller to the contact center for assistance.

The contact centers utilize call reporting software to monitor the performance of the call center as a whole, as well as specific performance of each customer service representative. This allows for continuous improvement on the quality and performance of the service center. It also allows for monitoring of the agreed upon service levels for the customer.



Customer service representatives also have full high-speed access to the Internet and a company intranet to assist in answering customer inquiries. NAS contact centers have on-site technical support to correct any equipment problems. Additional support help is provided through Information Services staff based at NAS headquarters in Fargo, North Dakota. If one contact center is forced to shut down for weather, disaster or other reasons, an automated routing system redirects calls to the other center and a backup contact center located at NAS headquarters. Each center uses the same equipment and information resources, which ensures uninterrupted service for the duration of any contact center shutdowns.



Call Center Standards

All calls to a Noridian Administrative Services contact center are answered within nine to 20 seconds by an automated response unit. Each contact center must meet the following standards for answering customer service calls:

- Maintain an average speed of answer (ASA) of less than 60 seconds
- Customer service representatives must each maintain an average online time of 6.5 hours per day
- Quality analysts must each monitor nine calls per quarter for each customer service representative
- 93 percent quality rate of calls monitored each month
- All callbacks must be completed within ten business days
- Provide TTD/TTY telephone lines