

## Who We Are

Connections was established in 1990 to service Squamish B.C.'s, telephone answering service needs. The strong service ethics of the owner Lillian Lyle and co-director Trish Brown brought immediate growth to the company. Understanding that technology would play a huge part in the success of Connections, Lil sought out a system that would assist and aid in Connections long-term growth. With the installation of Startel's paperless messaging system in 1996, Connections was able to expand its offered services as well as service areas reaching the ever expanding market in Whistler, B.C. With internet capabilities Connections now services a global market, answering for clients wherever they are.

Connections joined Cam-X, The Canadian Call Management Association, in 1995. Lil has served on the board of directors for Cam-X since 1999 and in 2003 and 2004 she served as the President. Lil credits Cam-X with her success in training her agents to achieve their best. Connections won the 2003 Cam-X award of Excellence for six consecutive years, scoring in the top five, four out of the six years. Also in 2003 Connections entered into the Call Center Award of Distinction Program in an effort to benchmark the call centre across the country. It was with great honour that Lil accepted the award in Halifax, Nova Scotia in 2003 with the Top Score across Canada. In 2007 Connections was awarded the Award of Distinction and in 2008, Connections was awarded the Award of Excellence for the eleventh consecutive year.

Connections follows a continuous rigid training schedule and utilizes the criteria for the awards programs as the basis of the training. This program permits to excel in answering techniques and to offer clients a high degree of professionalism. The diversity of Connections's clients and their individual needs keep our staff on their toes and ready for anything and everything to happen.

One of the many goals Lil and Trish have pursued and continue to pursue is to become a fully certified call center. Currently all of Connections senior staff is certified, and the rest of the staff members are in the process of certification. Call center certification involves many different levels of accreditation, from call center answer time to disaster recovery.

Watch for more achievements from this call center as they are sure to happen!