



Customer Profile

The Stride Center is a non-profit social venture working to empower economic self-sufficiency for individuals and communities in the San Francisco Bay Area.

Industry

Non-profit/IT Education

Website

www.stridecenter.com

Challenges

- New to contact centers
- Required a solution that would be technologically relevant to what call centers will need in the future
- Inbound and Outbound capabilities
- Needed Salesforce integration
- Needed a scalable solution that could mirror their growth

Solutions

- Provide a next generation cloud-based contact center solution
- Seamless Salesforce integration
- Blended inbound/outbound contact center solution
- Ability to quickly scale seats up or down depending on need
- Ongoing training and support

The Stride Center Story

Training the Next Generation of Contact Center Employees

The Stride Center, a non-profit social venture, was created with one very specific mission – alleviate poverty within urban areas by harnessing the power of technology and the digital economy to help men, women, and families find economic self-sufficiency and independence.

Company Background

Oakland, California-based The Stride Center is a non-profit organization focused on alleviating poverty within urban areas by providing its students with the necessary technical skills to become economically self-sufficient. Specializing in job training within the technology space, The Stride Center has witnessed extraordinary success by complementing classroom time with real-life employment through their privately owned enterprises. With annual graduates numbering between 400-500 students, the organization boasts a 70% hiring rate for students within their Core A+ program, with 75% going on to earn advanced certifications. For those privileged enough join the program's social venture internship program, where students gain hands-on experience within the organization's privately owned companies, 90% are likely to find successful job placement.

The Decision to Open a Contact Center

More than just a trade school, The Stride Center sets itself apart from other social ventures by providing its students the opportunity to work within its privately held companies. In fact, everyone who works for the program is a graduate. So where does 3CLogic come in?

"When assessing which enterprises to create, we had to do our homework regarding where the technologies were, will be, and what are the related job opportunities," says Barrie Hathaway, Executive Director of The Stride Center. "It was during some extensive research that we saw real and sustainable growth within the call center environment due to the re-shoring of call centers from overseas." In addition, The Stride Center recognized that with the advancement in cloud, the previous barriers to entry around capital expenditures were very low. "It's all in the cloud. Those barriers are now gone for us thanks to products like 3CLogic's," explains Barrie.

So, The Stride Center's contact center was created and the need for a contact center solution born.

The Contact Center Checklist

As The Stride Center began to evaluate potential contact center solutions, it was important that any solution support their core mission – to provide industry relevant training and expertise to their students. As Barrie explains, "Being new to contact centers, we knew we were in a position to take advantage of the most state of the art technology servicing contact centers today." However, at a basic level, the program required that Salesforce integration, scalability, ease of use, and ongoing customer support be standard. To assist, The Stride Center recruited the help of 30-year veteran, Bard Chodera, who quickly advised it to consider 3CLogic among a short list of other potential candidates. "He helped us see that 3CLogic would be a good choice for us," states Barrie. "We didn't know about 3CLogic when we started. We got lucky."



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**Barrie Hathaway
Executive Director,
The Stride Center**

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www.3clogic.com

In addition, The Stride Center was able to take advantage of 3CLogic's 3CL Foundation, which donates the first five licenses to any non-profit using its contact center solution. "We recognize the value non-profits play in the community and simply want to lend a hand towards those efforts," says Raj Sharma, 3CLogic's CEO. "The Stride Center's greatest asset is the same greatest asset within any contact center: its people," adds Bard Chodera. "To partner with a company who sees the vision and can provide the relevant technology was important."

Training the Next Generation of Contact Center Employees

With 3CLogic, The Stride Center began to provide contact center resources to paying customers in late 2013, with its students at the helm. The integration with Salesforce was quick and seamless or "touch and go" as Barrie describes it. More importantly, the learning curve for both the new enterprise, and the students working within it, was short and sweet. "If we can do it with very little help, it's a testament to the ease-of-use of the software," states Barrie. As a result, the program was quickly able to focus its energy on building the business, while providing its students with real-life and relevant skills and expertise. "The students using 3CLogic know they are getting relevant experience in the contact center field. They like it. They find it easy to use. They know it's going to bode well for them," Barrie states.

What's Next?

Despite being new to the contact center industry, The Stride Center has big plans for the very near future and needed to make sure any partner would be capable of handling the ride. "We are already expanding the number of agents, due to our success," explains Barrie. Handling thousands of calls, The Stride Center expects to continue to grow, and finds comfort in knowing that 3CLogic will be there to do so with them. "We can bring up an agent amazingly quickly," says Barrie.

Providing next generation cloud-based contact center solutions, 3CLogic has become a core part of The Stride Center's educational enterprise while delivering exceptional customer service to its end-customers. "We are using the latest and greatest solution for contact centers," states Barrie, "and we pitch that message to all potential clients." As The Stride Center continues to fight poverty one student at a time, 3CLogic is there to help provide them with the relevant tools, expertise, support, and skills sets to grow.