BEST PRACTICES

Modernization of the Contact Center

How Brandt is bringing modern technology to customer service.



BRANDT

"I need help purchasing my hunting license."

A question about a hunting license, boat registration, or campsite reservation is part of someone's effort to get outdoors. The support they receive also shapes their experience with the agency they trust.

At Brandt, we take that responsibility seriously. We're investing in modern contact center technology to give our customer service teams better access to information, strengthen coaching, and understand where customers need more support.

AI plays a growing role in that work. Our focus is on how these tools can help our people deliver knowledgeable, personal service on behalf of our agency partners.

Supporting the people behind every interaction

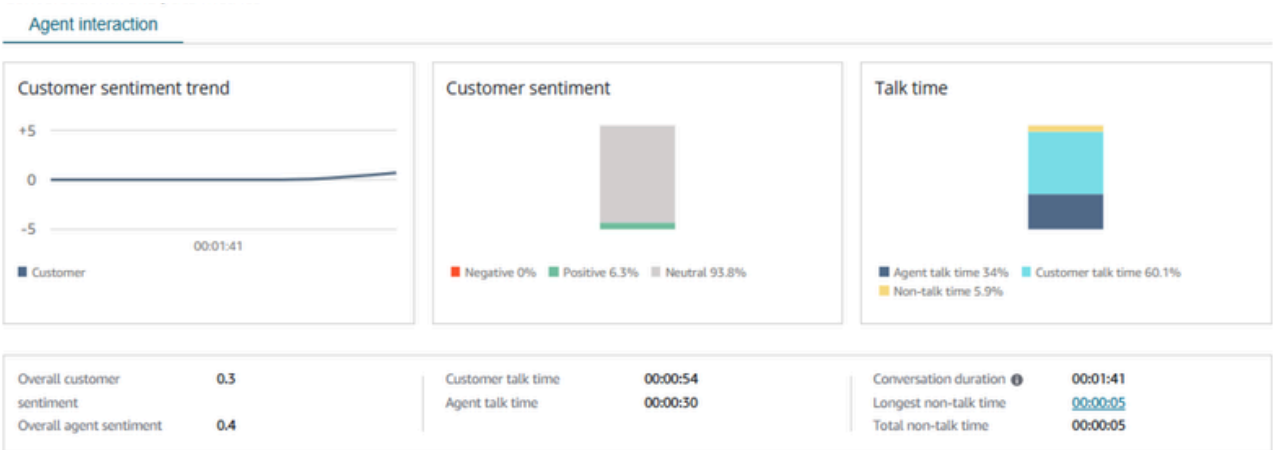
Customer service agents navigate questions that vary by agency, activity, and circumstance. Supporting them means making approved guidance accessible when they need it.

Brandt combines a maintained knowledge base with real-time knowledge assistance to help agents find information during a call. These tools support the work of listening to a customer, understanding the question, and explaining the next step.

The technology depends on the expertise behind it. Agency requirements inform the guidance our teams use, and agents and supervisors bring the judgment needed to apply that information to an individual conversation.

Our phone system also uses natural-language intent recognition, allowing callers to describe what they need in everyday language. Reviewing how those requests are interpreted helps our teams investigate routing issues and identify opportunities to make the path to assistance clearer.

Conversational Analytics Metrics



Learning from customer conversations

Every customer interaction offers a chance to understand the service experience more fully. Looking across conversations can help reveal recurring questions, confusing instructions, or processes that deserve closer attention.

Brandt uses call transcripts, AI-generated summaries, and historical and real-time analytics to support that review. Sentiment analysis provides another signal, helping managers identify conversations that may warrant a closer look.

These tools make information easier to search and examine. Our managers interpret the findings, review the underlying conversations, and determine the appropriate response. That might mean clarifying a knowledge article, focusing coaching on a particular issue, or bringing a recurring concern to an agency partner.

The purpose is to turn what we learn into useful improvements for customers and the teams who serve them.

Giving managers more support for coaching

Strong service depends on ongoing development. Brandt's coaching assistance tools help assistant managers prepare feedback using performance information and examples from customer interactions.

That gives managers additional support as they identify coaching opportunities and prepare for conversations with agents. Managers remain responsible for reviewing calls, understanding the context, and deciding which skills or behaviors to address.

Technology supports this process; the relationship between a manager and an agent remains central to it. Thoughtful feedback and practical guidance help people build the knowledge and confidence their work requires.

Investing in service our partners can trust

For our agency partners, customer service is an extension of the relationship they have with the public. Our investment in contact center technology reflects the responsibility that comes with representing them.

We evaluate these capabilities through the work they support: helping agents access accurate information, giving managers greater visibility into customer needs, and creating opportunities to improve service.

As technology evolves, we'll continue to assess where it can make a meaningful contribution. Our commitment remains consistent: equip our people to serve customers well, learn from those interactions, and work with our agency partners to make getting outdoors easier.