

Career Certified creates educational excellence with AI-powered customer experience.



USE CASE

Service & Support

INTEGRATIONS

Talkdesk for Salesforce

INDUSTRY

Government & Education

www.careercertified.com

KEY METRICS



AHT dropped by 30 seconds.



Increased average productivity rate to 82%.

Career Certified is a leading provider of professional education and licensing courses, primarily serving the real estate and financial sectors through its flagship brands, The CE Shop and AD Banker. Headquartered in Denver, Colorado, the company delivers comprehensive educational solutions through an innovative online platform, offering courses for real estate,

mortgage, home inspection, appraisal, insurance licensing, and securities education. With thousands of partner sites and a diverse learner base spanning the entire country, Career Certified has established itself as a cornerstone in professional education and certification.

Transforming learner support to improve educational outcomes.

Career Certified needed to transform its customer service operations to strengthen learner satisfaction and reinforce its market position. The company faced several key challenges: managing high volumes of inquiries across its two business units, The CE Shop and AD Banker, while maintaining consistent service quality and meeting the education sector's strict requirements for precise information delivery.

Response and wait times during peak periods were particular pain points when learners most needed timely assistance. The company's organizational structure added complexity to this challenge. AD Banker operates with a focused team

of four representatives under one manager, while The CE Shop maintains a larger operation with two supervisors overseeing 8-10 agents each. Team leads serve both business units, acting as supervisors while maintaining their roles as individual agents.

"Our goal is to provide an exceptional learner experience with as little friction as possible," says Mike Matoush, Senior VP of Learner Experience, Career Certified. "While we love talking to our learners, we also don't want them to have to contact us unless necessary. When they do need to reach us, we aim to maintain high standards for response times and customer satisfaction."

Embracing AI-powered innovation.

Transforming the customer experience through [CXA](#), Career Certified partnered with Talkdesk to implement an AI-powered transformation of their learner experience platform. The company began by replacing Salesforce chat with [Talkdesk Omnichannel Engagement](#), unlocking powerful analytics and reporting capabilities that revealed true interaction patterns for the first time. Where previous metrics were skewed by abandoned chats and self-opt-outs, the new platform provided precise measurements of chat volumes and agent performance.

The implementation of [Talkdesk Copilot™](#) proved transformative for agent efficiency. “We beta tested Talkdesk Copilot for 30 days, but we didn’t need the full testing period,” Matoush says. “We saw immediate results with a 30-second reduction in average handle time, largely from automated note taking during after-call work. When you multiply that time savings across our call volume—thousands of interactions monthly—the ROI is remarkable.”

To complete its customer experience modernization, Career Certified introduced [Talkdesk for Salesforce™](#) to integrate Talkdesk with its Salesforce CRM, creating a seamless workflow for agents to instantly access comprehensive customer data. This unified system ensures AI tools and human agents share the same current information, delivering consistent support across all learner interactions.



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Transforming service performance with AI.

After implementing Talkdesk and its AI features, Career Certified saw dramatic improvements across all service metrics. Customer survey response rates jumped from 2% to over 25%, while maintaining a strong customer satisfaction (CSAT) score of 4.5 out of 5. This broader feedback pool provided more representative insights into service quality.

Through sophisticated productivity tracking, the team achieved an average productivity rate of 82%—a marked improvement from their previous baseline. This metric, excluding non-essential activities like training and project time, enabled Career

Certified to optimize staffing levels and identify peak demand periods. The enhanced analytics also revealed patterns in inquiry types and resolution times, helping supervisors develop targeted coaching programs for specific interaction scenarios.

The AI-driven analytics also transformed agent development. Supervisors now track comprehensive metrics including handle time, talk time, after-call work, and agent availability. This detailed data powers targeted coaching programs and helps optimize resource allocation based on demand patterns.

Leading innovation in remote service delivery.

The transition to Talkdesk enabled Career Certified to build a fully remote workforce without sacrificing service quality. "Since moving to remote work, we've expanded our talent pool tremendously," says Matoush. "Our team now spans multiple time zones, which enhances our scheduling flexibility. The Colorado office, once our main hub, now represents just a small portion of our workforce." This geographical diversity has enabled the company to extend support hours and better match staffing to peak demand periods, while maintaining their commitment to highly trained, onshore agents.

Career Certified developed a performance-based growth framework using Talkdesk metrics. Agents advance through clear career paths, from CSR1 to specialist roles, based on achieving specific benchmarks. This transparent system fosters healthy competition while illuminating development opportunities.

To maintain service excellence across its dispersed team, the company uses AI-powered training tools. New agents learn to handle common inquiries through virtual development programs, ensuring consistent service quality regardless of location.



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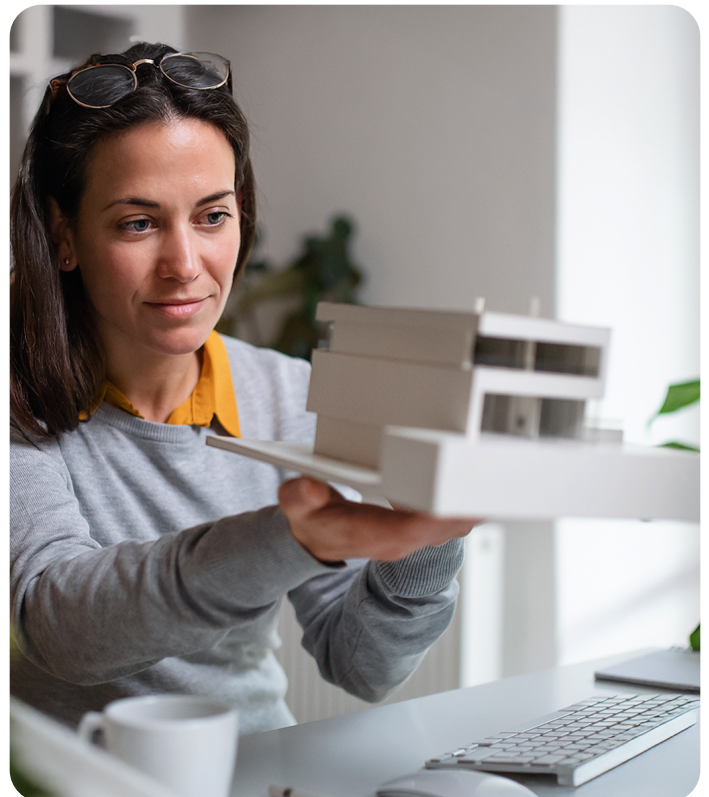
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Expanding AI-powered support.

To transform customer inquiry handling beyond business hours, Career Certified plans to launch Talkdesk Autopilot™, targeting 25 top informational call drivers and optimizing the knowledge base for virtual agent learning.

"We chose a soft launch approach," Matoush explains, "with multiple paths for learners to reach live agents when needed. We focused on preventing customer frustration and avoiding endless automation loops.

The initial testing results look very promising." The company will also beta test a new tool to streamline chat widget updates across the partner network. This innovation will enable single-point updates across thousands of partner sites, significantly reducing administrative workload.



Shaping the future of educational support.

Looking ahead, Career Certified's AI-powered transformation positions them at the forefront of educational support services. Their innovative approach to customer service not only improves operational efficiency but also enhances the learning experience for their students. The company's strategic use of AI technology demonstrates how educational institutions can leverage advanced technology to support learner success while maintaining the personal touch that distinguishes their brand.

"Our integration of AI technology isn't just about efficiency," concludes Matoush. "It's about creating a learning environment where our students can focus on their education, knowing they have reliable, accessible support whenever they need it. The future of professional education demands this level of service excellence, and we're committed to delivering it."



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Through their thoughtful implementation of AI-powered solutions, Career Certified has created a model for how educational institutions can transform their customer service operations while staying true to their core mission of supporting learner success. Their journey demonstrates that with the right technology partnership and a clear vision for the future, organizations can achieve significant improvements in both operational efficiency and customer satisfaction.



Talkdesk® is leading a new era in customer experience with Customer Experience Automation (CXA)—a new category and platform designed to automate the full complexity of modern customer journeys. CXA replaces fragmented, manual workflows with multi-agent orchestration that drives speed, precision, and efficiency. Powered by the Talkdesk Data Cloud, AI agents act with real-time context to resolve issues and improve over time. Talkdesk helps organizations lower costs, improve outcomes, and modernize service—without a full rip-and-replace. Learn more at www.talkdesk.com.

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