



VFORCE: IMPROVING AGENT PRODUCTIVITY AND BOOSTING AAA MEMBERSHIP RENEWALS USING THE LIVEOPS ON-DEMAND CONTACT CENTER PLATFORM

Vforce is the virtual outbound call center exclusively servicing AAA Clubs across the country. Given AAA's focus on customer service and satisfaction, Vforce places great emphasis on call center responsiveness and effectiveness. That's why they leverage LiveOps' contact center platform, which integrates seamlessly with CRM functionality available through Salesforce.com. Since moving to the LiveOps contact center platform, Vforce has not only improved agent productivity by 20%, but also increased expired member renewal rates by 15%.

For Vforce, every call matters. Their 60 home-based call center agents are experts at reaching out to expired AAA members, reinforcing the AAA brand and benefits, and signing members up for another year of savings and trusted roadside assistance. "There's a tremendous responsibility working for AAA," states Jack Sands, President of Vforce/AAA of Ohio. "This is a 100-year brand, so member experience is paramount."

To stay focused on its core business, Vforce has a long history of outsourcing all non-core competencies and maintaining minimal IT infrastructure and resources. "In December 2007, we were at our wits end with our contact center platform," explains Sands. "Our existing platform was down so often that it was impacting agent performance and profitability." In addition, he'd already committed to run their CRM on Salesforce.com and integrate it with the back-end legacy systems at AAA, so they needed a platform that was fully integrated with their CRM solution.

SEARCHING FOR A BETTER CONTACT CENTER PLATFORM

In his search for a better contact center platform, Sands visited the Salesforce.com Appexchange Web site (www.salesforce.com/appexchange). He found that he could leverage LiveOps' mission critical on-demand contact center platform for a complete, end-to-end solution – including call routing, agent management, workforce optimization, call monitoring, and real-time analytics. "I'd always heard amazing things about LiveOps – everyone who's ever worked with them has only had good things to say," he adds. "If the LiveOps platform could support the largest virtual contact center in the world with over 20,000 remote agents, I knew it could meet the needs of our 60-person remote call center."

The LiveOps platform offered all of the functionality he needed to deploy and manage an enterprise-grade contact center, including advanced call routing with CTI, IVR, agent management,

Business Benefits

LiveOps enabled Vforce to achieve:

- A 20% increase in agent productivity
- A 15% increase in expired membership renewals
- 99.99% uptime for its contact center platform



workforce management, and real-time monitoring and reporting. It also provided enterprise-grade availability for mission-critical contact centers and proven, multi-layered security features.

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Jack Sands
President, Vforce/AAA of Ohio

Equally important, the LiveOps platform is pre-integrated with Salesforce.com’s call center application. “I cannot emphasize enough how significant this is,” explains Sands. “Lots of other companies technically ‘integrate’ with salesforce.com so you can move data back and forth. But LiveOps has taken integration to whole new level, making its functionality truly a seamless part of the Salesforce Call Center Application. It’s like using a single application, and everything your agents need is right at their fingertips.”

For example, the CTI and soft phone is completely integrated with Salesforce.com. Explains Sands: “The phone pops up from within the Salesforce.com application – not as another browser.

And if an agent clicks on a number in Salesforce Call Center Application, it automatically dials on the phone and pulls up customer information. “The LiveOps platform also makes it easy for business users to leverage built-in analytics, create reports, and quickly make changes to call routing,” explains Sands.

A RAPID, HASSLE-FREE DEPLOYMENT

Because both the Salesforce.com and LiveOps applications are SaaS-based solutions, Vforce was able to deploy the LiveOps solution in just two weeks – giving Vforce a full-featured contact center without hardware installations or up-front capital investments. “With LiveOps, we could also use carrier-grade land lines – or PSTN functionality – for placing calls,” explains Sands. “This ensures consistent, high sound quality for every call.” LiveOps also provided all of the voice talent for IVR, education and training experts, and other resources needed to deliver a complete solution.

During the deployment, Vforce integrated the Salesforce.com software with AAA’s back-end legacy systems. States Sands: “It took us just three months to set up bi-directional integration, so data updates in salesforce.com are instantly reflected in our backend systems.”

DESIGNED FOR BUSINESS USERS

Now Vforce has a fully integrated, enterprise-grade contact center and CRM solution that’s scalable, reliable, and designed to optimize manager and agent effectiveness. The company routes calls to the right agent using the LiveOps platform. Agents use the platform (in conjunction with Salesforce Call Center Application) to manage and record every customer interaction. Vforce also uses LiveOps remote agents to handle overflow during peak periods.

Because the LiveOps platform provides a fully functional phone within Salesforce.com, agents can use click-to-dial to speed up outbound dialing. If a phone number matches the customer database, agents can instantly see who they are speaking to, as well as pop-ups with customer-specific data – including recordings of all agent calls with that customer. Agents can also transfer calls and share this data. “The combined capabilities of LiveOps and Salesforce.com have improved our agent productivity by more than 20%,” states Sands.

From a management perspective, the LiveOps platform provides Sands with complete visibility into call center operations and agent performance. “LiveOps’ real-time reporting and analytical capabilities are unmatched,” comments Sands. “I monitor performance in real time using a dashboard. It’s pretty remarkable.” In addition, because the LiveOps platform is so easy to use, Sands can make whatever changes he wants to improve outcomes. For example, he can modify call routing by simply selecting the attributes by which he wants calls to be routed; the changes take effect in minutes, enabling him to optimize call routing to align with new business needs.

BOTTOM-LINE RESULTS

Vforce has realized significant benefits from the solution. “With LiveOps, we were able to get a new contact center platform up in two weeks and have solution that our business can depend on and quickly scale to support growth,” explains Sands. “For the first time in over ten years, my contact center and CRM applications exceed my expectations. And as a result, we are absolutely 100% better at what we do. Our productivity is up, our costs are down, and our customers are happy.”



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