

# Speed to proficiency in the shadow of a global pandemic

GOVERNMENT CLIENT CASE STUDY



In Spring 2020, the COVID-19 pandemic swiftly affected people and businesses around the world. People were losing their livelihoods, their jobs, and many lost their lives. At a time where so many people in the United States were in need, the US Government began to roll out stimulus and business protection plans.

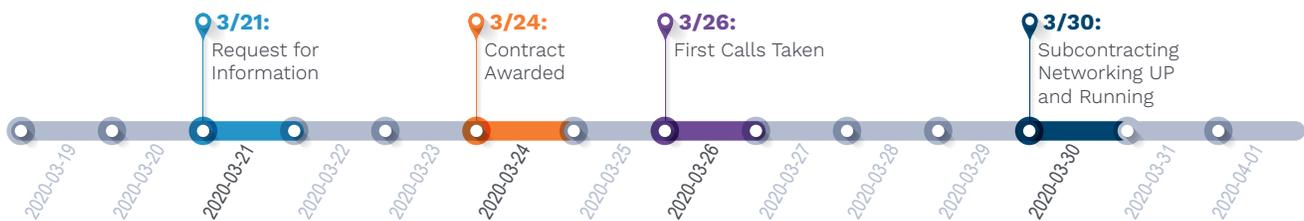
In March, the US Small Business Administration issued a request for contact center assistance for two new emergency relief programs. The Economic Injury Disaster Loan and the Paycheck Protection Program provided support to small businesses impacted by a temporary loss of revenue because of the pandemic. Liveops was initially awarded sole contractor status to handle the overwhelming influx of customer service and triage calls for these programs. It quickly became clear that the need was so significant that Liveops was awarded Prime contractor status, expanding and managing a network of call center providers.

This case study exemplifies Liveops' agility and speed to proficiency and how the Virtual Flex model provided scalability with extreme call volume.

## Up and Running in Days

The urgent request from the government entity came on a Saturday. There were many unknowns, but one thing was evident - they needed thousands of readily available agents very quickly. Liveops was awarded the contract that next Tuesday. Within one week, Liveops designed a program that met the needs of the client and their customers. This entailed identifying qualified subcontractors who could augment overflow volume, reliably with excellent quality. At launch, Liveops agents managed Tier 1 inbound calls, which primarily included responding to general information inquiries, eligibility, and application status updates.

- The initial forecast was for 3,000 agents, anticipating 20,000 - 30,000 calls per day with the ability to scale up to 60,000 calls.
- On launch day, the forecast doubled, requiring 6,000 agents.



Liveops met the urgent demand to begin the program and scale up to meet demand in record time.

## Developing Curriculum Under the Wire

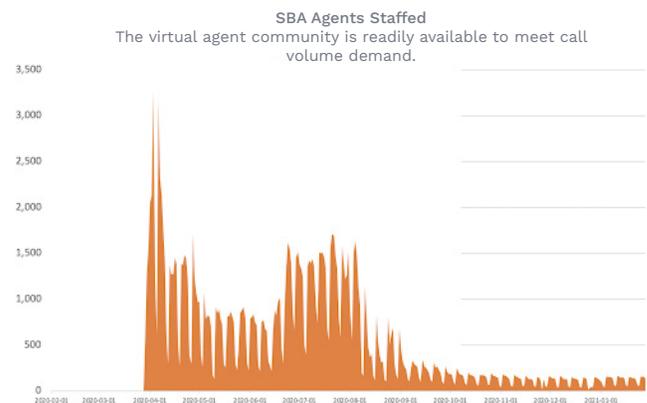
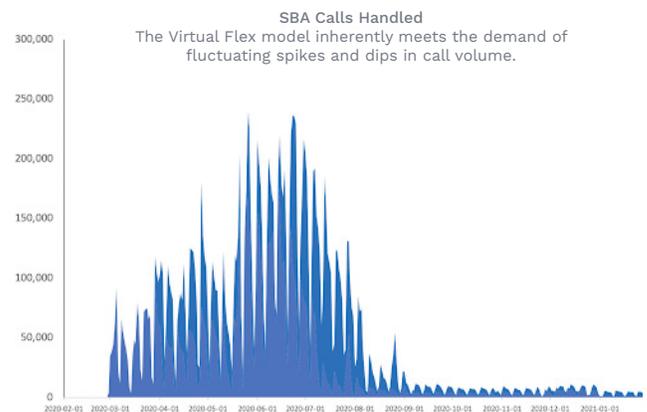
The urgent nature of this program meant there were no existing learning materials to educate agents. The Liveops Learning and Development team developed concise learning content from scratch within 48 hours, including e-learning and on-the-job reference materials. In just two days, more than 6,000 agents were certified and ready to take calls. The materials were also shared with other subcontracting partners supporting the SBA.

- The short e-learning course allowed agents to onboard quickly.
- Current reference materials and scripts are easily accessible to guide agent calls.

## True Scalability in a Fluid Situation

The unpredictability of the pandemic and its impact on the business community have proven the flexibility of Liveops' Virtual Flex model. In a constantly evolving situation around government stimulus packages, day-to-day call volume fluctuates drastically, with forecasts available only 24 hours ahead of time. The Liveops virtual agent community provides the necessary scale and flexibility.

- Peak call volume in the first week was 90,000 calls per day, compared to an initial forecast of 60,000. The virtual agent community was able to easily scale to the volume and maintain an average speed to answer of 15 seconds.
- As the program evolved, call spikes were common. The peak call volume was 136,000 calls handled per day.
- The virtual workforce allows for weekend coverage, averaging 20,000 calls per day and peaks of 60,000 calls per weekend day.
- Liveops agents answered 80% of calls within 20 seconds with minimal calls transferred to the SBA escalation line.



## A Short-term Tier 1 Solution Evolves into a Longer-term, More Sophisticated Need

The initial government contract was for 30 days. As the relief programs evolved and more small businesses began feeling the revenue effects of the pandemic, the emergency contract with Liveops was continually extended to meet the SBA's demand.

In July 2020, the SBA invited Liveops to handle Tier 2 customer service calls. At this stage, agents accessed SBA's Rapid Portal system, provided loan status updates, and managed email responses. Agents also do outbound calls to help small business owners complete their loan applications.

Now an official government contractor, Liveops is working on a more steady-state partnership with the Small Business Administration. The Virtual Flex model allowed Liveops agents to assist small businesses quickly and efficiently, in an unprecedented time ramping up and down as volume dictated.



### About Liveops

Liveops is a virtual call center offering an on-demand skilled workforce of onshore virtual agents for all customer service and sales needs.

With more than 20 years of experience offering flexibility, scalable talent, and meaningful work, Liveops has been improving the lives of its agents, clients, and employees by creating endless opportunities. Our virtual-flex model has enabled more than 400 organizations across service industries including retail, healthcare, insurance, tax, telecom, and government to trust Liveops to deliver a fully scalable enterprise workforce, with faster program readiness, increased revenue, and greater customer satisfaction scores than traditional call centers.

[www.liveops.com](http://www.liveops.com)

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