

# Call center agents vs. virtual agents

Uncover significant differences in agent quality—  
and how this affects customer interactions

Call center agents

Virtual agents

## 1 Average age

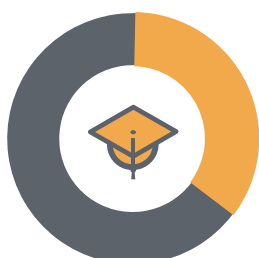


23 years

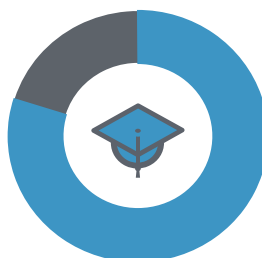


38 years

## 2 Attended college



35%



81%

## 3 Years of work experience

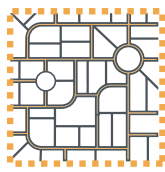


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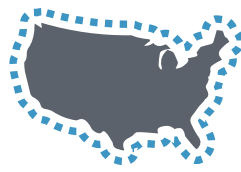


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## 4 Geographical constraints



Local agents only,  
within driving distance  
of the call center



Source agents  
nationwide

## 5 Ongoing soft skill & performance development



Unlikely



Yes

## 6 Staffing efficiency



Fixed



Flexible

Sources: Frost & Sullivan; Liveops Agent Survey 2017

How a flex workforce can transform your business:



**Your brand wants:**

- Scalable workforce
- Brand advocates
- Reduced costs



**Liveops agents deliver:**

- Flex daily/seasonally
- Top notch, certified talent
- Works via pay-per-use



**Customer result:**

- Excellent service every time
- Buys more, returns again
- Satisfied & loyal

Liveops delivers:

**\$2b+**  
CLIENT REVENUE  
GENERATED

**33%**  
MORE REVENUE  
PER CAMPAIGN

**20k**  
INDEPENDENT  
VIRTUAL AGENTS

**114m+**  
CALL INTERACTIONS  
HANDLED ANNUALLY

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