

Driving a high-quality brand experience through customer care

A GUIDE TO LEVERAGING
THE NEW AGENT WORKFORCE

The way call centers find and retain talent hasn't changed. But the workforce has.

The total number of flex workers in the U.S. is now 68 million and growing¹. Many of them bring skills and expertise organizations need to enhance customer experience — none of them want to work in a traditional call center.

Brands who embrace new flexible customer care models have an opportunity to put this top talent in front of their customers.



What does top talent look like?



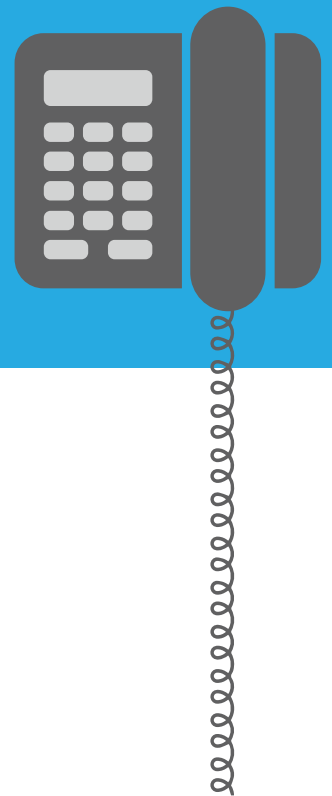
Achieve CSAT and NPS goals 50-70% faster²



Resolve customer requests more efficiently by driving a lower AHT²



Increase sales and customer satisfaction by 24%²



To attract top talent, think like top talent.

A top performing agent profile demands flexibility.




AGE:

15 years older than traditional call center employee³

75%

Feel more loyal to organizations that offer flexible work options³

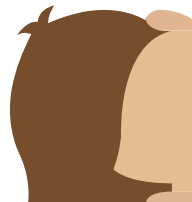


EXPERIENCE:

3x as many years of work experience³

91%

Report getting more work done from home⁴

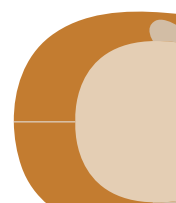


EDUCATION:

More than twice as likely to be college educated³

43%

Choose to work from home for the flexibility⁵

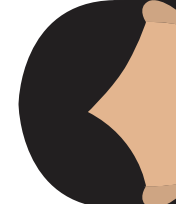


BACKGROUND:

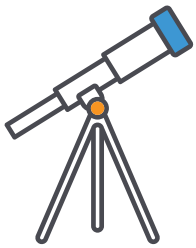
Direct experience in retail³

90%

Plan on working remotely for the rest of their careers⁵



4 things brands are doing to leverage the new workforce



Looking past geography

Source talent based on skills instead of location. The most qualified agents don't live within a 20-mile radius of your call center.



Leveraging more agents

Access a larger volume of highly-skilled agents who excel in a flexible environment and deliver the expertise that will delight your customers.



Targeting the ideal customer care profile

Now is your chance to prioritize your definition of quality service. Hand pick agents with a preferred profile and stop settling.



Diversifying call center models

Incorporate brick and mortar, work from home and now: flex workforce. A well-rounded approach provides access to top agent talent and immunity to economic or market factors.

Upgrade your customer care workforce.

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About Liveops

The world's leading brands trust Liveops to provide a virtual on-demand workforce of onshore agents for customer service and sales. With no call center overhead or wasted idle time, our pay-per-use model scales to meet demand. Better talent leads to better outcomes.

SOURCES: 1. McKinsey Global Institute, Independent Work Research. 2. Liveops Customer Data, 2018 3. How We Work Today, Frost & Sullivan 3. Most Workers Say They'd Be More Productive Working at Home HRDrive. 4. What Leaders Need to Know About Remote Work TINYpulse 5. State of Remote Work 2018 Buffer