Get Ready Now to Manage Customer Service Spikes Later

Stephanie Stouck, Director of Solutions
August 22, 2017

- Agenda
  - Market trends
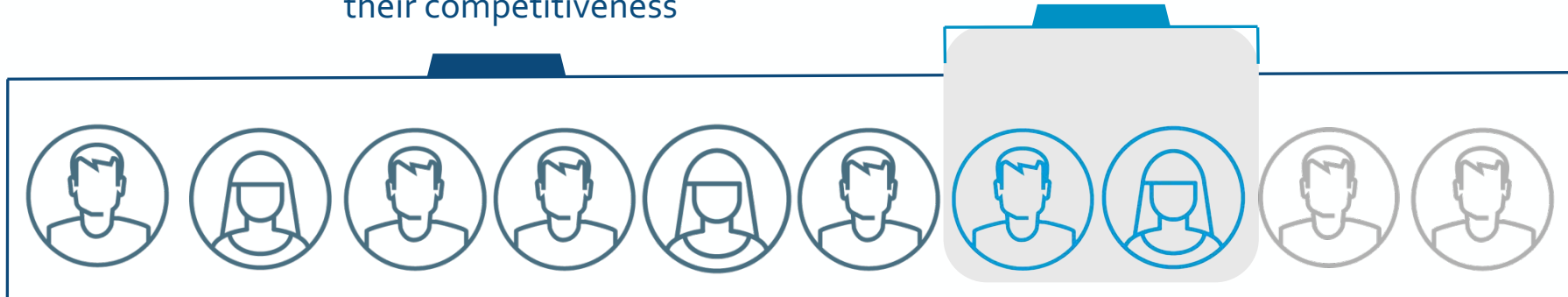 - Tips to consider
  - How Liveops helps
  - Q&A

Stephanie Stouck, Director of Solutions @ Liveops

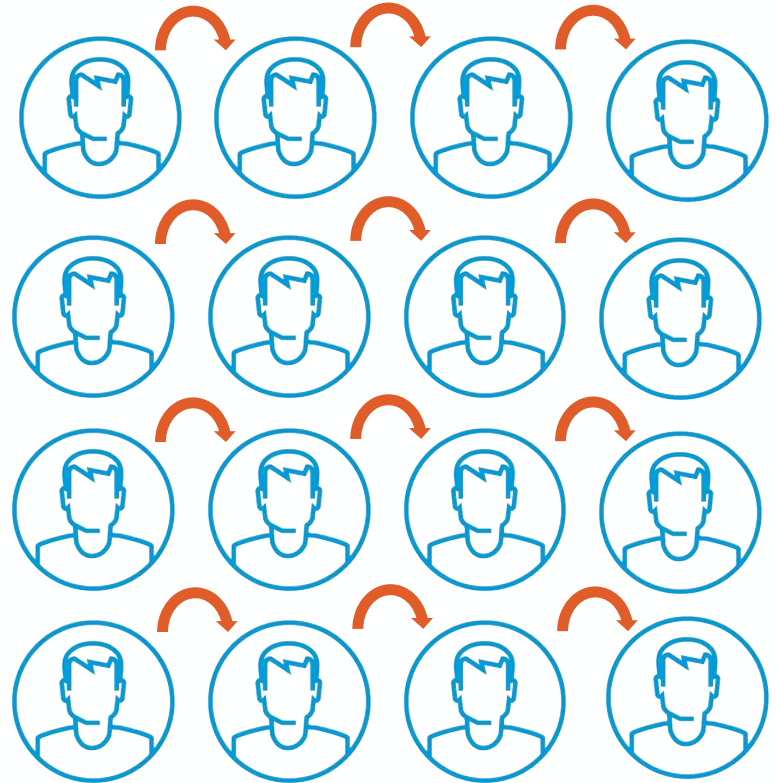# Improving customer service should be a top priority...

81% of executives
say customer experience is essential to their competitiveness

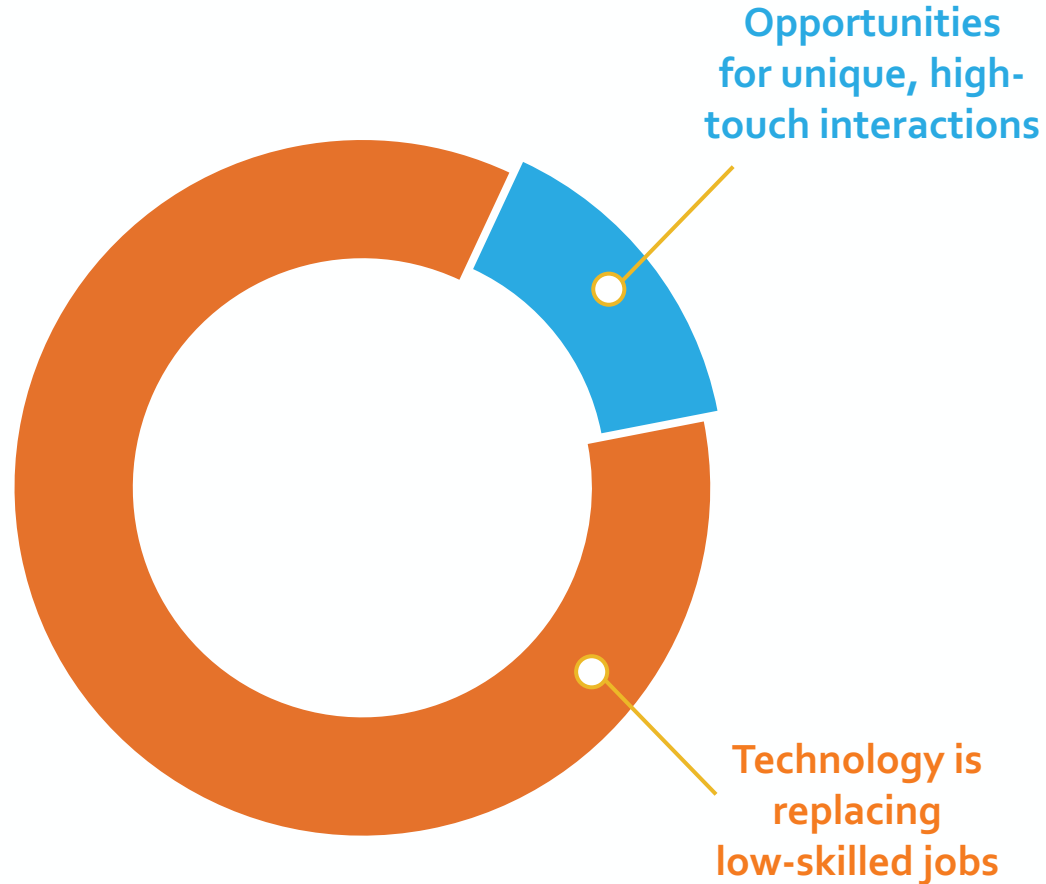**but only 20%**
follow a defined customer experience process

...that can have a huge impact on your bottom line.

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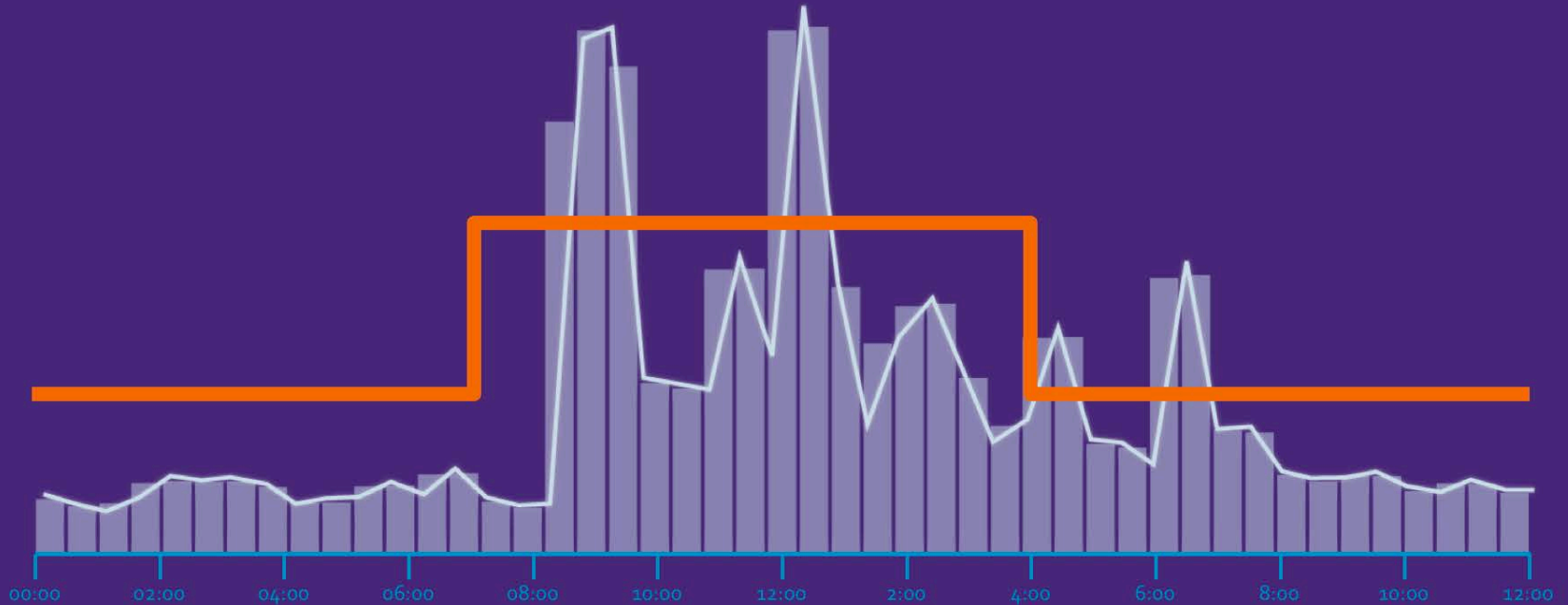
Nearly 50%

of customers share their negative experience.

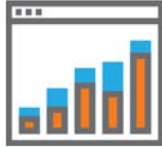Let me tell you about...

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By 2020, 85% of customer relationships will be automated.

- Routine & Automated
- Unique

Opportunities for unique, high-touch interactions

Technology is replacing low-skilled jobs

Source: Gartner Research

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Having trouble
managing call spikes?

00:00 02:00 04:00 06:00 08:00 10:00 12:00 2:00 4:00 6:00 8:00 10:00 12:00
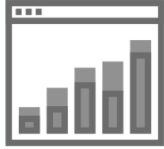
#1 - Identify bursting trends

- Research historical trends
- Know your busy periods
- Understand patterns.
- Optimize, optimize, optimize
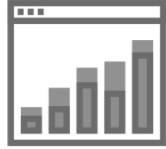- Ongoing process

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#1 - Identify bursting trends

#2 - Learn where to optimize

- Understand what internal resources are available
- What other channels are available?
- Are you open to distributing your workload offsite?

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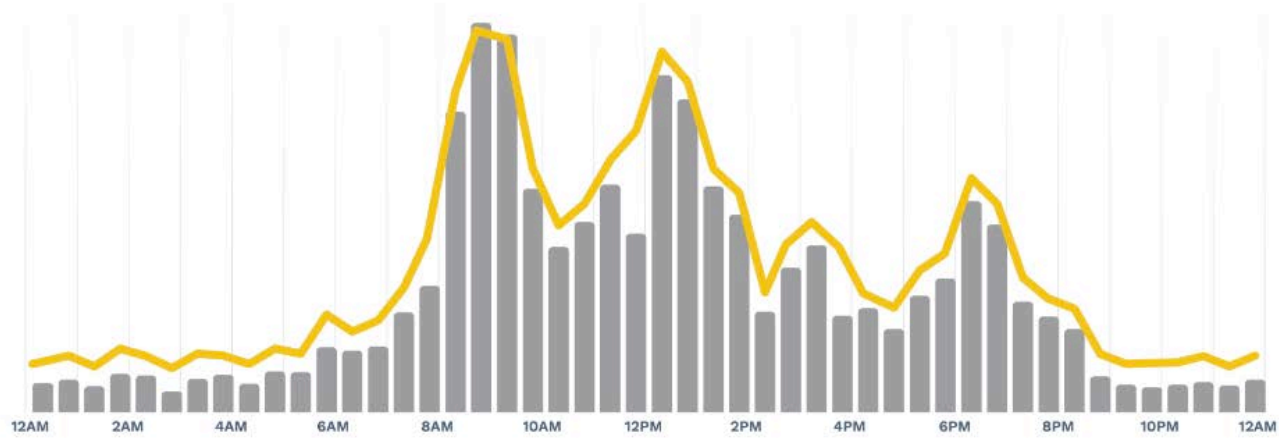# #1 - Identify bursting trends

#2 - Learn where to optimize

#3 - Evaluate outsourcing partners

- Understand the different types of outsourcing options.
- Best way to hedge against the dangers associated w/ spikes

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Flex agents as needed

CALL CENTER SPIKES

INFLEXIBLE CALL CENTER STAFFING

LIVEOPS ON-DEMAND VIRTUAL AGENTS

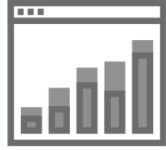12AM 2AM 4AM 6AM 8AM 10AM 12PM 2PM 4PM 6PM 8PM 10PM 12AM

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625%

Increased call volume, while keeping service level constant

BEACHBODY

"We never would have considered having so many of our calls handled by one vendor before Liveops came along and turned the industry on its head."

- Jonathan L. Condgon, President, Beach Body

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#1 - Identify bursting trends

#2 - Learn where to optimize

#3 - Explore outsourcing

#4 - Introduce gamification
- Promote healthy competition.
- Keeps agents engaged during stressful call spikes.

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33%

More revenue
per campaign

- 96% customer satisfaction scores
- 70% sales conversion rates
- 20% improvement in agent productivity

"Liveops has played a critical role in our business model and enables us to keep up with customer service demands."

- Major medical supply company

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About Liveops

- Founded in 2000
- Pioneered the work-anywhere model
- 20,000+ independent agents in the "Liveops Nation"
- Provides higher skilled, flex support
- 145+ employees
- Headquartered in Scottsdale, AZ
  - Offices in SF, PDX, OH

Thank you!

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