

# How VirtualFlex can lower your total cost of ownership

As a CX leader, you want to deliver great experiences while keeping costs down, and adapting to dynamic and challenging service environments. The traditional contact center model is familiar, but often you pay for many things you may not need or use. Today, there is a more efficient, modern way of accomplishing your CX goals that also offers cost-effective scalability when you need it most.

Liveops VirtualFlex platform is this answer. For over 20 years Liveops has been honing a U.S.-based model that delivers flexible scalability with inherent efficiencies. The VirtualFlex platform eliminates an enterprise's cost of training, growth and attrition for new contact center agents, and injects controllable variable costs since enterprises don't pay for idle time. And it's not just for tier-1 calls. Liveops agents take first notice of loss calls for insurance companies, complex billing calls for utility companies, non-clinical patient care calls for pharmaceutical companies, and of course, flexing to busy sales and holiday seasons for many retailers.



## No Cost for Training, Attrition, or Ongoing Agent Development

The VirtualFlex platform saves time and money when recruiting and onboarding new agents. Liveops works in collaboration with enterprise clients to establish certification processes for new virtual agents so they can best represent a brand.

As the virtual agent contractors go through certification, they're investing in their own home-based business. This means their success depends on their professionalism and their ability to competently represent the brand through the certification requirements. On top of that, Liveops has years of experience building award-winning certification programs based on clients' goals

Liveops also solves the problem of dealing with vacancies. If an agent stops servicing a client, it opens a slot for another brand-certified virtual agent ready to take their place with no cost to the client for backfilling.

If a company had 50 full-time employees one year, and then used only agents through Liveops the next year, the company could have an average savings of \$150,000 from not having to attract and train their own agents.



The certification process is also faster. Often Liveops can compress learning time by 25% using interactive techniques and gamification. Contracted agents can move through a certification process through a blend of learning techniques, including asynchronous elearning modules and virtual instructor-led sessions, which creates a path of least resistance to interacting with customers for the client's brand.

## No Cost for Non-Productive Time

A typical brick-and-mortar contact center keeps hourly staff, which requires quite a bit of overhead for the company. Physical contact centers need certain bills paid to keep the lights on, and they demand close attention to detail since they are vulnerable if met with unforeseen changes in call volume.

When a company with a traditional model is overstaffed, they pay all the fixed costs associated with idle workers. On the other hand, when they are understaffed, the quality of service suffers through long wait times and creates frustrated customers. In such circumstances, when a customer finally reaches an agent it's much harder for those agents to achieve customer satisfaction goals, not to mention the burnout agents may experience from dealing with frustrated customers.

The VirtualFlex platform does not have these challenges. The independent contractor agents bill for time they are interacting with customers, and don't bill for the time they're not providing services on a call. When calls are slow, or perhaps heavy call volume is expected but never materializes, the company is not stuck with all the associated fixed costs of an idle agent in a traditional call center. This saves an average of 25% in costs compared to traditional contact centers.

## No Concern Over Availability

One reason to keep agents on full-time is to have them available when the unforeseen need arises, as long as it is within the regular 40-hour week schedule. The VirtualFlex platform partners with contractors across the United States—even in rural areas—who thrive on the autonomy of building their own business while supporting customer care needs for the program they choose. These agents are not full-time or part-time, they are on a right-time schedule model, which means they define the time they are committed to their program.

With the right-time scheduling model, a Liveops agent can choose how many hours they commit each day and week. With the power of flexibility, agents work around their life. Typically, these virtual agents average about 20 hours per week. This means if call volume comes in above forecasts, they are more likely to pick up extra commits to help the client meet demand.

This distributed network is certified and ready to flex to meet surges in call demand. Whether it is a planned marketing program or an unexpected weather event driving spikes in call volume, the VirtualFlex platform efficiently and consistently connects a company's customers with qualified agents. A brick-and-mortar contact center may lose all operations if the power unexpectedly goes out in their area. With VirtualFlex, the network of agents is spread across the U.S. and is not impacted by regional issues.

A challenge call centers can often encounter is when external circumstances create an "agent's market," and it becomes even more costly to find and keep talent. The VirtualFlex model offers the freedom and flexibility that agents crave, so Liveops' ability to attract and retain talent, even in the tightest of labor markets, has been highly successful. In fact, many clients have had to turn to Liveops during labor crunches to fulfill needs that their traditional outsourcers couldn't meet.



## Conclusion

The Liveops VirtualFlex platform is an innovative, forward-thinking customer service model that is an optimal augmentation strategy and effective in any economic environment. This structure avoids high recruitment costs in a tight labor market, ensures the right number of agents at the right time, lowers overhead, and in an unknown labor market removes risk and concern over hiring or laying off staff. With its affordability, efficiency, and elasticity the cost savings are profound over the brick-and-mortar model, proving to be the future of the industry.

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