

## CASE STUDY



## RESULTS

80%

OF CALLS ANSWERED IN  
20 SECONDS OR LESS

86%

OF CALLS OFFERED  
WERE HANDLED

*“By delivering high-performance telemarketing and scalability, Liveops has enabled us to quickly move forward and realize a much faster return on each campaign.”*

## Delivering deep analytics and unparalleled flexibility

*Liveops agents flex to meet campaign demands and deliver top conversion rates*

Founded in 1993, Ideal Living is a multi-channel marketer of consumer products, specializing in home shopping TV, digital, catalog and retail sales. With worldwide sales in excess of \$3 billion, they are focused on strategically marketing one-of-a-kind home, fitness, health and wellness products including well-known brands such as Provent, Walkfit and Miracle Blade.

Ideal Living needed:

- A high-performing, scalable workforce to meet unpredictable call demands, and
- Top-shelf analytical resources and telemarketing tools.

Liveops delivered an on-demand workforce of skilled agents that scale to meet spikes in demand and offered essential insights to make informed decisions as the business grows.

### THE PATH TO CAMPAIGN OPTIMIZATION

Ideal Living needed a high-performing, on-demand workforce that could meet the company's unpredictable call demands from direct response television campaigns. Ideal Living's ultimate goal was maximizing per-call revenues on an ongoing basis.

It also sought a partner with sophisticated telemarketing tools that was responsive to needs ranging from quick procurement of toll free numbers (TFNs) to complex requirements such as script testing and optimization to maintain its competitive advantage.



*“Liveops has helped us transform our business model by consistently delivering high-performing agents with a scalable model to help us grow.”*

—JAIMIE MORRIS,  
DIRECTOR OF SALES, IDEAL LIVING

## ENSURING QUALITY AND SCALE

With its finger firmly on the pulse of the industry, Liveops delivers program-ready virtual agents, motivated to get the job done. This on-demand skilled workforce has an average of 15 years of work experience under their belts, bringing key skills to the table with backgrounds in customer services and sales.

When inbound sales demand spikes with a new product launch or promotion, Ideal Living is able to leverage Liveops to flex up and down with demand. This benefits both parties: Ideal Living achieves a more nimble sales organization and Liveops agents are attracted to this type of work because of the schedule flexibility.

Liveops’ award-winning eLearning courses, certification modules and gamification enable agents to quickly ramp up on products and services. Integrated call scripts are deployed across Ideal Living’s programs to ensure a consistent call flow and caller responses are tested to ensure success. This creates a superior agent who can field complex calls while creating an excellent inbound experience.

## SIMPLE TESTING—MAXIMUM RESULTS

Advanced data-capture is crucial for Ideal Living, which is constantly testing both long- and short-form campaigns to determine which strategies are most attainable. This is critical to ensure each program hits the ground running every time.

Previous vendors were only able to provide Ideal Living with a limited amount of historical data. Liveops’ data experts delivered everything from basic daily detail to in-depth, trend analysis to essential past campaign information covering a full five-year period. And all this information is available in one easy-to-navigate platform.


## LIVEOPS AND THE FUTURE OF IDEAL LIVING

With Liveops, Ideal Living can now maximize scalability by ramping up from zero to hundreds of agents who can meet surges in call demands. Performance-based routing ensures that top-performing agents get priority for handling calls.

Ideal Living and Liveops work together on skill-building calls, gathering valuable feedback to help enhance learning modules. Agents are more engaged and ask pointed questions, invested in representing the Ideal Living brand.

Liveops’ flexible network of independent agents have demonstrated their power to convert customers with increased per-call revenue, increased annual average orders and improved profitability for Ideal Living. In fact, Liveops has consistently outperformed the competition in overall revenue generation.

Above all, Ideal Living always wants to see how they can do better, so the company is always testing new products and campaigns. It’s all about getting great feedback, then test and test again.



*“We can always count on Liveops to follow up with guidance throughout the duration of a campaign, or providing feedback on products we’ve been testing.”*

—JAIMIE MORRIS,  
DIRECTOR OF SALES, IDEAL LIVING

Liveops is viewed as a trusted resource that can bring a wealth of knowledge to each marketing effort. Long after the initial launch, Liveops continues to monitor Ideal Living’s performance, offering expert advice around script optimization, methods for improving call quality and other valuable input.

“Liveops has been immensely vested in our best interests and has been proactive on all of our campaigns, following up to provide guidance throughout a campaign, or providing feedback on products we’ve been testing for many years,” said Jaimie Morris, director of sales at Ideal Living.

Not surprisingly, Ideal Living has come to view Liveops as a partner, fully committed to their success. Moving forward, Ideal Living looks forward to working more closely with Liveops in the future. “It has been great working with Liveops,” says Morris. “We look forward to continuing our partnership to help us propel our future growth.”

*Jaimie Morris is director of sales at Ideal Living, responsible for inbound sales efforts—relating customer needs to build and test direct response programs.*

## ABOUT LIVEOPS

*Liveops offers an on-demand skilled workforce of onshore virtual agents for customer service and sales. With no call center overhead or wasted idle time, our pay-per-use model scales to meet seasonal or time of day spikes in demand.*

*More than 400 organizations across service industries including retail, health care, insurance and telecom trust Liveops to deliver an enterprise-grade workforce, with faster program readiness, increased revenue, and greater customer satisfaction scores than traditional call centers.*