

3 secrets for smarter customer service

Are you doing enough to ensure your customers get the best experience when they contact your company?

Improving customer experience should be a top priority because it affects the bottom line.



Highly satisfied customers are less likely to switch, leading to repeat business and positive word of mouth.



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

but only



20% follow a defined customer experience process

Here are 3 secrets to smarter customer service:

#1 Adapt to changes in demand

Have enough qualified agents available to handle large call spikes while delivering the same service and quality.



3x certified agents in just hours



90% calls answered in 20 seconds

#2 Cultivate agent quality

Gartner reports that 80% of customer research is self-driven. Optimize the quality of interactions by selecting agents who are friendly and empathetic, and who build trust and credibility through the local language, cultural proficiency, and superior product knowledge.

BPO EMPLOYEE



WORK AT HOME EMPLOYEE



FLEXIBLE WORKFORCE



	BPO EMPLOYEE	WORK AT HOME EMPLOYEE	FLEXIBLE WORKFORCE
Average Age	23	30	38
College-educated	35%	70%	81%
Years work experience	5	8	15
Geographically un-bound to match demand	no	no	yes
Ongoing soft skill & performance development	unlikely	unlikely	yes
Staffing efficiency	fixed	fixed	flexible

Ask yourself the following questions:

- What does my customer service environment look like today?
- Do we attract the best quality agents?
- Are we limited to the resources we can source close to our brick and mortar call center?

#3 Improve results with proven tools

Have real-time access to key performance indicators (KPIs) so you can accurately monitor and assess the quality of your agent interactions.



30% increased agent performance

45% lower operational costs

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