

# A proven track record in maximizing direct response campaigns.

*Direct response solutions offer flexibility and scale backed by real-time data*

Evolution is a good thing and product-centric companies are now building real brands as Direct Response TV (DRTV) campaigns to drive product faster than ever before.

This means that customers' needs are evolving as well. Given that, companies need to be in tune with shoppers who are not only more demanding and discerning, but also more vocal about their experiences.

Liveops offers a deft mix of selling skills, scale, and online workforce management to optimize every call offered for maximum media efficiency ratio (MER). Simply put, we're a conversion machine with a proven track record in direct response.

## MAXIMIZE REVENUE WITH THE BEST AGENTS

With Liveops, direct response companies now have the ability to effectively answer every incoming call by providing access to highly skilled agents whose sole purpose is to connect with customers to increase overall revenue.

We handle 90% of the calls for the largest direct response advertisements and infomercials on television.

We've leveraged this experience to develop highly refined processes to optimize direct response campaigns. The result is up to 30% more revenue per campaign.

## UNMATCHED SCALABILITY

Our workforce flexes to match your demands—whether time of day or seasonal spikes—24x7x365.

For example, 500 agents may schedule themselves for one half hour, 2,000 agents the next half hour, and then scale back down to 500. Un-scheduled agents get notified which calls increase to help eliminate any wait, and then log off when not needed.

By proactively planning for upcoming spikes, you've got the workforce you need, when you need it—with no wasted idle time.

## GET REAL-TIME, DATA-DRIVEN INSIGHTS

Liveops provides a fully integrated solution with immediate reporting and analytics, giving direct response companies unprecedented contact center visibility. Innovative tools enable you to track and measure agent performance instantly;



allow rapid changes to scripts, call handling and call-routing operations; and create customized reports to fine tune and improve results at every stage of the program.

## BEACHBODY: PARTNERING FOR SUCCESS

Beachbody demanded best-in-class call center performance based on overall service level, revenue per call, conversion, and average order.



To ensure this, they needed a solution that enabled them to scale rapidly to meet volume demands, immediate visibility into caller responses and flexibility to test multiple script changes.



# 0 ▶ 50k

CALL RAMP UP IN 8 WEEKS

# 356,000

MEMBERSHIPS GENERATED

# 625%

CALL VOLUME SPIKES HANDLED

## 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.



### YOUR BRAND NEEDS

- Scalable workforce
- Brand advocates
- Reduced costs



### OUR AGENTS DELIVER

- Flex daily/seasonally
- Top notch, certified talent
- Works via pay-per-use



### CUSTOMER RESULT

- Excellent service every time
- Buys more, returns often
- Satisfied & loyal