

CASE STUDY



RESULTS

96%

OF CALLS ANSWERED IN
20 SECONDS OR LESS

71%

NET CONVERSION

\$108

AVERAGE ORDER
VALUE

99.2%

OF CALLS OFFERED
WERE HANDLED

Ideal Living relies on deep analytics & unparalleled flexibility in agent staffing

Liveops agents flex to meet campaign demands, with leading conversion rates.

THE COMPANY

Established by industry veterans Peter Spiegel and Katie Williams, Ideal Living is a product-development incubator and multichannel marketer focusing on health, wellness, and personal care solutions that include well-known brands such as Prosvent, Walkfit and Miracle Blade.

Ideal Living reaches customers via direct-response TV, catalogue and web, and has exceeded \$3 billion in global sales in the past two decades.

THE CHALLENGE

With the direct response landscape constantly in flux, Ideal Living needed high-performing, on-demand personnel and sophisticated telemarketing tools to maintain its competitive advantage.

It sought a partner that could be responsive to needs as simple as the quick procurement of Toll Free Numbers (TFNs) to complex requirements such as script testing and optimization.

In addition to having top-shelf analytical resources, Ideal Living also needed a scalable workforce of agents that could meet the company's unpredictable call demands to achieve its ultimate goal of maximizing per-call revenues on an ongoing basis.

“Liveops has helped us transform our business model by consistently delivering high-performing agents with a scalable model to help us grow. This has enabled us to quickly move forward and realize a much faster return on each campaign.”

—JAIMIE MINNELLA,
DIRECTOR OF SALES, IDEAL LIVING



THE SOLUTION

With its finger firmly on the pulse of the industry, the Liveops direct response team was able to consistently deliver innovative ideas during a campaign's gestation period, allowing Ideal Living to hit the ground running every time.

At the same time, Liveops' arsenal of data experts provided Ideal Living with everything from basic daily detail to in-depth, trend analysis; the company also accurately tracked and posted results using Liveops' easy-to-navigate platform.

While some of Ideal Living's previous vendors were only able to gather a limited amount of historical data, Liveops provided Ideal Living with essential past-campaign information covering a full five-year period.

This kind of advanced data-capture facility is crucial for a firm like Ideal Living, which is constantly testing both long- and short-form campaigns to determine which strategies might still be viable in the current environment.

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 safeguard success. This creates a superior agent that can field complex calls while creating an optimum customer experience.

THE RESULTS


With Liveops, Ideal Living has had a trusted resource that can bring a wealth of technical knowledge and campaign performance to each marketing effort. Long after the initial launch phase, Liveops continues to monitor Ideal Living's marketing performance, offering expert advice around script optimization, methods for improving call quality, and other valuable input.

Liveops helps Ideal Living maximize scalability by allowing the firm to ramp up from zero need to hundreds of agents who can meet surges in call demands. Performance-based routing ensures that top-performing agents are handling calls first.

Not surprisingly, Ideal Living has come to view Liveops as a partner, fully committed to the success of the firm.

“Liveops has been immensely vested in our best interests and has been proactive on all of our campaigns,” says Jaimie Minella, director of sales for Ideal Living Management LLC. “We can always count on Liveops to follow up with us, whether it's offering guidance throughout the duration of a campaign, or providing feedback on products that we've been testing for a number of years.”

Above all, 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.



“We can always count on Liveops to follow up with us, whether it’s offering guidance throughout the duration of a campaign, or providing feedback on products that we’ve been testing for a number of years.”

—JAIMIE MINNELLA,
DIRECTOR OF SALES, IDEAL LIVING

Liveops has consistently outperformed the competition in terms of overall revenue generation for the client, including approximately \$5 higher revenue per call offered (RPCO).

“By delivering high-performance telemarketing and scalability, Liveops has helped us to transform and improve our business model,” says Minella. “This has allowed us to quickly move forward and realize a much faster return. Needless to say, it has been great working with Liveops, and we look forward to continuing our partnership to help us propel our future growth.”

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.