

Speed to Proficiency With a Leading Home Delivery Service Client



CASE STUDY

Digital-first companies have been growing in popularity among consumers over the past several years, as the buyer journey has evolved into omnichannel solutions. The global COVID-19 pandemic accelerated the progression of these companies, as people adopted services they could access from their homes.

Same-day delivery services saw skyrocketed growth during this time. A solution that started as a convenient tool became a necessity for people across the United States.



The Problem

A leading home delivery service was intentionally ramping up for positive growth when the COVID-19 pandemic encouraged stay-at-home orders. Consumers opted for home delivery solutions instead of visiting brick-and-mortar locations, allowing them to have their essentials delivered directly to their residences. For this leading home delivery services company, massive growth occurred rapidly.

The need for an outsourced solution was evident, as the client’s captive workforce was quickly inundated with customer service inquiries. They had a significant number of emails in the queue, supplemented by increased call volume.

The Solution

The Virtual Flex model catered to several pain points of this client. Liveops was able to quickly ramp agents to meet the urgent need, and flex according to the continuous demand.

Dedicated and experienced agents

Liveops Agents are professional, entrepreneurial, and more experienced than traditional call center agents. Agents work with shoppers and consumers to quickly resolve inquiries with empathy.

Call Center Agent Profile

	Call Center Employee*	WAH Employee*	Flexible Workforce**
Average Age	23	30	38
College-Educated	35%	70%	81%
Work Experience (Years)	5	8	15
Geographically Limited	Yes	Yes	No
Staffing Efficiency	Fixed	Fixed	Flexible

*Frost & Sullivan, **2017 Liveops Agent Survey

Distance Learning to certify remote agents

The Liveops Learning & Development team quickly developed education materials to prepare Liveops Agents to assist client's customers. This includes a blended approach, which is a combination of eLearning lessons paired with virtual classroom sessions. Paired with a robust knowledge base, Agents are prepared to handle customer interactions within a two-week certification.

Proven results

Liveops met the needs of the client quickly and efficiently.

- More than 100 FTE on the program within two weeks
- Within four weeks of launch, more than 200,000 backlogged emails handled
- Over 1.6 million multichannel customer interactions within first 8 months
- Holiday service level improved by 18%

Moving Forward

The Virtual Flex model augmented the client's captive workforce during a time of great need, however the partnership continues to optimize alongside the client's rapid growth. The agility of the model allows for flex from 250 FTE steady-state, upwards toward 400 FTE for peak season. Multichannel support meets the client's customers wherever they are - whether it be interactions by voice, email or chat.

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. Hundreds of organizations across service industries including retail, healthcare, insurance, government, and consumer services trust Liveops to deliver an enterprise-grade workforce, with faster program readiness, increased revenue, and greater customer satisfaction scores than traditional call centers.

[Liveops.com](https://liveops.com) | sales@liveops.com



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