liveops

Nationwide Coverage and Flexibility to Meet Increasing Demand

Case Study | Communications

Challenge

A top-rated wireless carrier was setting the pace for significant growth within their business, quickly surpassing 4 million customers. However, they were faced with massive attrition and shrinkage within their brick-and-mortar contact center agent base. Challenged with staffing to meet volume demands during certain times of day, they needed to find an augmentation solution that could flex to meet needs.
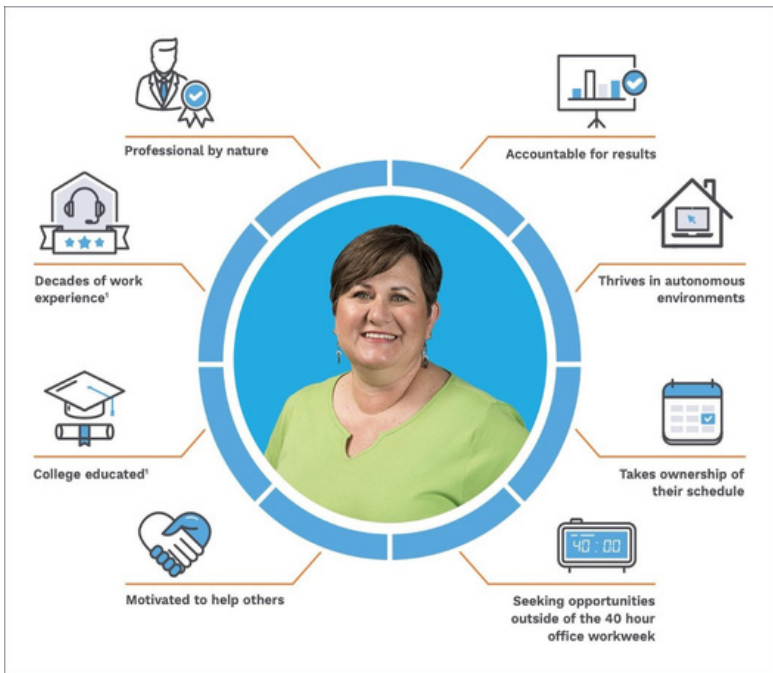
Additionally, nearly 485,000 existing customers needed to upgrade their 3G devices to continue receiving service. With a deadline that was creeping closer and closer, and without the agent base to provide support, the need for an outsourcing partner became more urgent. The wireless company was attracted to Liveops' proven speed to proficiency, professional and experienced agent community, and the flexibility of the VirtualFlex platform.

Solution

Talent: Aligning experience and geography

The wireless carrier's primary customers tend to be a more mature audience, average 45-50+, largely concentrated along the East Coast and Southwest states. With the sensitive and urgent nature of the impending upgrade project, the client was attracted to how the Liveops agent community demographic matched the demographic of their customers.

Professional by nature

Accountable for results

Decades of work experience[1]

Thrives in autonomous environments

College educated[1]

Takes ownership of their schedule

Motivated to help others

Seeking opportunities outside of the 40 hour office workweek

40:00

Liveops agents tend to be more professional and experienced, with 15+ years of work experience on average. Agents carry a diverse skillset that allows them to connect with customers empathetically, while focusing on resolving issues efficiently.

Additionally, Liveops agents provide services virtually across the United States, ensuring coverage of all time zones. The concentrated locations of the client's existing brick-and-mortar locations, located on the West Coast, caused coverage challenges for customers who were in different time zones. The clients' customers are primarily located along the East Coast and Southwestern parts of the US, aligning with the Liveops agent demographic.

VirtualFlex delivers agents when customers need them most.

The elasticity of the VirtualFlex model delivered agents when their customers needed them, without adding extra overhead in their existing centers. When call volume is low, agents in brick-and-mortar centers tend to sit idle waiting for calls. When call volume is higher than expected, there are not enough agents in the building to meet the fluctuating demand.

Liveops was able to increase staffing during the hours of operation when certain times of day were challenging to staff within the client's centers. The VirtualFlex platform absorbs the peaks and valleys of the traditional brick-and-mortar model. When volume is high, the nationwide network of agents is ready to connect with customers. This model provides a cost-effective augmentation strategy to the client's existing centers, while delivering service levels and exceeding customer satisfaction metrics.

Solution

The VirtualFlex platform proved to deliver the coverage and quality the client needed, continually meeting or exceeding KPIs. Within the first few months, the partnership had grown significantly and Liveops began to support more lines of business for the client.

- Within weeks of launch, Liveops has more than 150 FTE certified on the program
- Liveops was regularly recognized for exceeding the client Voice of Customer metric
- Exceeded average hold time metrics, proving the efficiency of the agent community
- Due to performance and flexibility, Liveops was allotted more call volume each month, growth of 385% within seven months.