



Delivering Exceptional Customer Support for a Global Streaming Leader Through Agile Workforce Management

Industry: Entertainment

Brief Overview

When a global leader in subscription-based streaming, offering on-demand TV shows, movies, and original content to millions worldwide, faced the challenge of maintaining superior customer service during rapid global expansion, they turned to Liveops for help.

The partnership aimed to align workforce agility with fluctuating customer needs, ensuring exceptional support delivery. Liveops developed a multi-phase strategy that optimized staffing, improved agent proficiency, and ensured sustainable growth through a flexible and distributed workforce model.

Key Takeaways

- Agile Workforce Deployment: Achieved 101% staffing goals through a phased onboarding process across four waves of agent recruitment and certification.
- Improved Resolution Rates: Reduced repeat contact rates by improving First Call Resolution (FCR) by 4-8% across key call drivers like login issues and payment updates.
- Streamlined Agent Proficiency: Increased agent graduation rates by 35% through role-play and guided learning on the StreamU e-learning platform.
- Flexible Staffing Solutions: Consistently maintained 8% above staffing requirements during peak seasons.
- Enhanced Customer Experience: Improved overall service quality to 88% within the first year of the partnership.



Key Challenges

The client's rapid global expansion created unpredictable surges in call volume, requiring immediate scaling of support staff to maintain service quality. Achieving aggressive staffing goals was further complicated by challenges related to agent attrition and shrinkage, necessitating continuous monitoring and strategic workforce adjustments.

In addition to staffing hurdles, the client needed a seamless onboarding and certification process to ensure agents reached full proficiency quickly, despite new learning platforms and evolving content delivery methods.

Meeting high customer expectations also required a concerted effort to improve First Call Resolution (FCR) rates and efficiently resolve common issues, such as login problems and payment updates, to maintain satisfaction and achieve performance benchmarks.

Liveops Solutions

Liveops deployed an adaptive and strategic approach to workforce management, using agile processes to meet the client's evolving needs.

Phased Agent Onboarding

Liveops executed four waves of agent onboarding over several months, progressively increasing agent readiness and capacity. This structured approach, supported by a targeted recruitment strategy, resulted in a 35% increase in agent graduation rates, with agents equipped to handle fluctuating volumes across various time zones.

By tailoring each wave of agent onboarding to meet specific production goals, Liveops achieved notable results, reaching 101% of its staffing target. This structured approach ensured that agents were consistently ready to handle demand.

Innovative Learning Solutions

Liveops launched StreamU, a custom e-learning platform that enabled asynchronous learning with easy-to-follow guides. Role-play exercises and post-certification sessions reinforced agent knowledge, ensuring rapid speed to proficiency and improved customer interactions.

Flexible Workforce Management

Liveops maintained 8% above required staffing levels during peak periods, utilizing a distributed, time-zone-agnostic workforce. This model allowed for agile adjustments, ensuring consistent customer service without disruption. Shrinkage was carefully managed through targeted compliance measures, reducing inefficiencies and ensuring agent availability when needed most.

The End Results

Liveops' strategic approach delivered impressive outcomes, driving the client's business success in multiple areas. First Call Resolution (FCR) rates improved by 4-8% across critical call drivers, such as login issues and payment updates. This reduction in repeat contacts led to enhanced customer satisfaction and played a key role in boosting the client's overall performance.

The improvement, along with a 12% increase in service quality within the first 12 months, resulted in higher Customer Satisfaction (CSAT) scores. Additionally, Liveops' efforts to optimize agent performance led to a measurable boost in Average Order Value (AOV), further contributing to the client's revenue growth.

The team maintained smooth and effective service, even during periods of increased demand. Continuous monitoring and proactive quality management efforts led to an improvement in overall service quality, which reached 88% by the end of Q4.

This demonstrated the long-term success of the partnership's initiatives and Liveops' ability to adapt seamlessly to the client's evolving needs. The flexible workforce model provided the client with scalability, ensuring that they could maintain high-quality service throughout their rapid expansion without compromising operational efficiency or service excellence.

