

Role-Play in Insurance Client's Captive Contact Center Training

Capability Overview

When someone contacts the customer service line, they expect to connect with an agent with the appropriate training to assist them. This training process includes role-play exercises to ensure agents are prepared before handling live calls. For one leading insurance company, they had a unique need to support their new captive contact center agents.

What We Do

Liveops agents provide service as role-play guides to assist during the client's training program. As new agents join the client's captive contact center, the agents undergo a series of different training sessions facilitated by the client. As the training curriculum's final step, agents must facilitate several role-play calls, mimicking what a live call with customers will be like. That's where Liveops agents come in.

When it is time for the role-play section of the training program, the onboarding agents call Liveops agents. Each Liveops agent is certified in several scenarios, helping the new agents prepare for live customer interactions. During these inbound calls, Liveops agents are ready to act out one of more than 170 different scenarios, including 3-6 potential characters within each scenario. The flexibility, knowledge, and entrepreneurial mindset of the Liveops agent community allows them to adapt to situations and transition within each scenario seamlessly.



"Liveops has been supporting our training department for over a year now. Liveops has remained flexible to meet our needs, whether supporting a group of 15 trainees or over 300. They have proven to be a responsive, flexible, and quality business partner over this time. This allows our trainees to simulate on-the-job training without the impact of honing these skills with a live customer. "

Challenge

VirtualFlex Solution

Staffing

Flexible staffing delivers elasticity that allows agents to be ready whenever needed. The VirtualFlex model meets demand, even in a variable steady-state setting.

Liveops staffed 100% throughout the first year of partnership (and counting).

Speed to Proficiency

In less than two weeks, Liveops had a certified agent pool ready to handle inbound calls on the program. The client was quickly impressed with the quality and flexibility of the agent community. Now a proven performer, Liveops became the sole outsourced partner for the line of business.

Quality

Liveops meets and exceeds KPIs (Key Performance Indicators) for the client. The success of the client drives the agent community, fueled by their entrepreneurial and helpful nature.

- Average Handle Time: **34% shorter** than target
- Abandoned calls: **30% less** abandoned calls than target

Agent Retention

This call type is rewarding to the agent community, and they enjoy the variety and providing a service that assists their peers. Liveops agents who start this program stick with it.