



BOARDROOM: LOWERING COSTS WHILE PROVIDING AN OUTSTANDING CUSTOMER EXPERIENCE

Boardroom Inc., the parent company of Bottom Line Publications, distributes a variety of popular periodicals, eLetters, and books that contain advice from top traditional and alternative medical experts on addressing the day-to-day challenges of life. Boardroom has been delivering its line of award-winning products, such as *The World's Greatest Treasury of Health Secrets*, to consumers for over 35 years. It has a long-established reputation for providing high-quality, practical, and valuable information, products, and services.

To showcase the quality of their products, Boardroom developed an innovative sales approach for their infomercials: let the products speak for themselves, and leave the call to action until the last three minutes of the program. The overwhelming success of their products – combined with the unique program format – required a call center partner capable of handling extremely high call volume spikes, maximizing the revenue of each call, and providing cost-effective staffing while maintaining Boardroom's reputation for high quality, customer-centric service.

LOWERING COSTS, ADDING VALUE

When the success of their products and infomercials was too much for their inbound call fulfillment vendor to handle, Boardroom turned to LiveOps for help. LiveOps quickly won all of Boardroom's business by consistently providing 99.5% call coverage and high conversion rates. These exceptional

results increased Boardroom's revenue while helping them protect their brand and deliver high service levels expected by their customers.

To further enhance revenue, Boardroom leveraged the LiveOps Revenue Maximization program. Initially, management was excited about the additional revenue potential, but they were concerned that the extra offering would negatively impact the customer experience or the perception of their brand. Keeping this in mind, LiveOps sourced magazine and vitamin supplement offers that closely align with Boardroom's offerings. The Revenue Maximization team provided ongoing management to customize each offer for Boardroom's callers to ensure a winning combination for both Boardroom and its customers. The entire process – from offer sourcing and selection quality to agent execution – met and even exceeded Boardroom's expectations.

Business Benefits

LiveOps helped Boardroom realize:

- Increased program profitability by 20-40% by leveraging third-party offers
- An abandon rate of less than 0.5% – even during unusual call spikes
- Flexibility to source 1,200 agents in less than 12 hours

BOARDROOM

In repeated trials and subsequent audits, Boardroom found that customers responded very favorably to the upsell offer. This LiveOps service is now a critical part of all Boardroom programs, driving extra revenue on a daily basis and increasing overall profitability by 20-40%.

HANDLING CALL SPIKES

Boardroom's unique, long-form direct response call format, which postpones the call to action until the last three minutes of the program, creates large call volume spikes because consumers flood the phone lines during this period. This format is designed to provide prospective customers with all the relevant purchase information up front, which minimizes the time agents need to spend answering questions and improves the close rate. The challenge is to ensure that there are enough agents to answer all the incoming calls simultaneously. With a pool of over 20,000 independent home agents, LiveOps ensures that there is always enough agent capacity to instantly scale up or down to match Boardroom's call volume.

FLEXIBLE, COST-EFFECTIVE SCHEDULING

Because of their spiky call volume, Boardroom made scheduling flexibility and affordability a top priority. LiveOps' innovative technology allowed Boardroom to select scheduling

blocks in 30-minute segments, giving them the flexibility and scalability to easily increase agent presence in order to handle large call volume spikes. And because LiveOps uses a pay-per-minute model, they don't need to pay for underutilized resources when call volume is low.

The large, independent home agent base also allows Boardroom to access

"We were excited about the revenue from sourcing additional upsell offers, but were also concerned that they might turn off customers. However, the product LiveOps sourced for us matches our offering so closely that our customers have seen it as a value-add, and it has directly improved our bottom-line revenue."

Rita Shankewitz
Director of Marketing
Boardroom Inc.

more agents on short notice – for example, to support large media buys. In one case, LiveOps was able to add 1,200 agents in a 12-hour period to handle an additional media buy, as well as deliver less than a 0.5% abandon rate – all while maintaining high conversion rates.

BUILDING BUSINESS RELATIONSHIPS

Boardroom's long-standing reputation in the direct response industry has led them to be selective about their vendor relationships. "LiveOps is more than a vendor – they have become a real partner." said Rita Shankewitz, Director of Marketing at Boardroom, Inc. "We were really concerned about adding an upsell offer – that customers would get stuck with subscriptions they didn't want or have difficulty canceling. But LiveOps worked extremely closely with us to alleviate our concerns." With regular auditing and tests, Boardroom continuously monitors their ongoing programs and the effectiveness of their revenue maximization offers, resulting in a stronger overall relationship with LiveOps.



5425 Stevens Creek Blvd.
Santa Clara, CA 95051
www.liveops.com

Telephone (toll-free): +1.800.411.4700
Telephone: +1.408.844.2400
Fax: +1.650.745.3756