



MAXIMIZE DIRECT RESPONSE REVENUE

A LiveOps Solution Brief

Direct response companies need to maximize revenue by increasing conversion and average order value while effectively managing costs. Too often, traditional call centers are understaffed for large call volume spikes leaving potential orders uncaptured due to a lack of available agents. Or, creative DRTV and radio campaigns generate saleable leads but fall short because unskilled and unmotivated agents are unable to maximize value from a customer—critical when evaluating the return on investment (ROI) for direct response campaigns.

PROVEN VIRTUAL CALL CENTER EXPERIENCE

LiveOps Virtual Call Center offers direct response companies the ability to effectively answer every incoming call while providing access to highly skilled agents that can connect with customers to increase overall revenue. In head-to-head vendor tests, LiveOps regularly wins on higher conversion, average order value, and revenue. In fact, LiveOps handles 60 to 80 percent of the calls for the largest direct response advertisements and infomercials on television and has leveraged this vast experience to develop highly refined processes to optimize direct response campaigns. The result is approximately 15 to 30 percent more revenue per campaign—topping any other call center outsourcer in the industry.

COMPREHENSIVE CALL CENTER SERVICES

LiveOps provides a full range of call center services and capabilities for direct response including: inbound and outbound call handling; access to specialized agents such as insurance brokers and bilingual agents; Automated Speech Recognition (ASR); upsell and cross-sell capabilities; and 3rd party marketing offers to increase revenue. In addition, LiveOps offers a full suite of real-time reporting and analytics tools, call recording and immediate playback, call transfer, instant call-back and LiveOps Secure Exchange to protect confidential customer data such as credit cards. LiveOps also uses best-in-class processes to enable agent certification so agents have the skill set and product knowledge necessary to drive more value per order.



“LiveOps is great to work with and has exceeded my expectations. They were able to answer more calls and improve the caller’s experience. They increased revenue per order which produced a dramatic increase in annual revenue.”

Keith Mirchandani
President and CEO, Tristar Products

OUTSTANDING CUSTOMER EXPERIENCES

Most call centers staff in four-hour shifts to keep the agents as busy as possible during the work hour to optimize profits. The result is long customer hold-times, busy signals, or disappointing customer service when the call volume overflows to less qualified agents. LiveOps' sourcing model provides access to over 20,000 highly skilled independent home agents—85 percent with selling experience—to rapidly and cost-effectively respond to unexpected volume spikes without the expense of staffing when call volume is low. In fact, LiveOps consistently answers more incoming carrier calls in head-to-head tests against other vendors mitigating customer frustration due to busy signals.

Innovative technology allows agents to select 30-minute time blocks, providing the flexibility and scalability to handle call volume spikes on short notice. LiveOps also has established best-in-class certification practices so agents are well versed on product and offer information. Lastly, LiveOps Results Based Routing™ ensures the highest performing agents always receive the most calls, providing better conversion and improving the customer experience.

UNPRECEDENTED VISIBILITY

Timely access to campaign performance data and the ability to change call scripts mid-program is a challenge for direct response companies. LiveOps provides a fully-integrated solution with real-time reporting and analytics giving direct response companies unprecedented call center visibility. Innovative tools enable clients to track and measure agent performance in real-time; allow rapid changes to call scripts, call handling and call-routing operations; and create customized reports to fine-tune and improve results at every stage of the program.

LIVEOPS—THE LEADING SOLUTION FOR DIRECT RESPONSE

LiveOps Virtual Call Center delivers a complete direct response solution that combines access to the industry's most skilled agents, best-in-class call center performance, innovative technology, and a full suite of services to effectively test and design programs that increase conversion rates, average order value and improve results. Why wait to increase your direct marketing campaign revenue—call LiveOps today.



THE LIVEOPS DIFFERENCE

FULL-SERVICE CALL CENTER

- Inbound and outbound calling
- Specialized agents
- Automated Speech Recognition (ASR)
- Upsell and cross-sell
- 3rd party marketing offers
- Leading certification methodology
- Real-time reporting and analytics

HIGH-QUALITY INDEPENDENT AGENTS

- 20,000 independent agents nationwide
- 85% percent have previous sales experience
- 80% have attended college
- Agents can be sourced based on client need

INDUSTRY-LEADING RESULTS

- Handle 60 to 80% of largest direct response TV ads and infomercials calls
- Average 15 to 30% more revenue per campaign
- Order values 15 to 34% higher than industry average leveraging upsell offers
- More calls answered—call abandonment rates < 1%
- 10 to 50% additional lower costs by applying top performing 3rd party marketing offers



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