



FLEXIBLE, SCALABLE OUTBOUND TELESERVICES

A High-Performance Outbound Call Solution

Complement your customer acquisition and lead generation activities with LiveOps' industry leading, high-performance outbound call solution for large-scale outbound campaigns. Leveraging the scalability and proven sales skills of our community of 20,000 independent, at home, U.S.-based agents, we can aggregate and certify just the right team of LiveOps' agents for your campaign. For example, the LiveOps agent community includes a team of licensed insurance agents and Spanish-speaking agents. Based on your specific needs, we can identify agents with the relevant experience to help you maximize your campaign results.

LiveOps excels at large outbound campaigns because we leverage the scalability of our vast agent community, the unique ability of the independent agents to sell, and the integrated functionality of the LiveOps On-Demand Contact Center Platform. In addition, unlike other "cookie cutter" teleservices firms, LiveOps will customize a program that addresses your objectives and determine the best way to apply an outbound teleservices campaign to your customer acquisition or lead generation model. For example, our clients leverage our outbound solutions to:

- Drive new customer acquisition efforts for a wide array of products and services
- Conduct simple information gathering campaigns to complete database information needed to segment more effectively
- Perform in-depth information gathering calls to further qualify sales leads
- Identify new cross-sell/upsell opportunities with existing customers
- Confirm, qualify, and engage with online leads – and with a personal touch that builds better relationships with prospects
- Breathe new life into potential "lost" opportunities by following up with offers tailored to eliminate barriers and close the sale

HIGH-PERFORMANCE, U.S.-BASED AGENTS

Outbound calls are sensitive by their very nature, so it's imperative that you ensure a positive experience for potential customers. That's why more companies are choosing to rely on LiveOps, which has over 20,000 independent, at-home, U.S.-based agents. Each agent runs their own business, and we assign leads to them based on their business results. Because agents make more money by making more calls, they are highly incented to provide excellent service on every call.



LIVEOPS: AN INDUSTRY LEADER IN TELESERVICES

LiveOps earned three 2010 Top 50 Teleservices Agencies Ranking awards from Customer Interaction Solutions magazine, including:

- The #3 ranking for Outbound Teleservices
- The #4 ranking for Inbound Teleservices
- The #9 ranking for Interactive Solutions

In addition, to customize your outbound solution, LiveOps can aggregate a specialized group of agents that can also scale to meet your needs. We can even organize highly specialized independent agent communities (such as Spanish-speaking agents, licensed insurance agents, agents with regional accents, and more) with superior salesmanship skills to effectively represent your brand. The end result is higher revenue through increased order values and conversion rates.

AN ON-DEMAND PLATFORM DESIGNED TO OPTIMIZE RESULTS

The LiveOps On-Demand Contact Center Platform supports outbound teleservices with state-of-the-art, integrated processes and tools that give you greater visibility and control over agent performance and campaign results. Key features include:

- **A dynamic, web-based scripting environment** – enabling you to implement and optimize scripts quickly and effectively
- **A script testing environment** – so you can compare the effectiveness of different offers, scripts, and more plus make changes quickly to improve outcomes
- **100% call recording** – so you can instantly monitor live calls, as well as access any call history for auditing and analysis purposes
- **Fully integrated dialer functionality (preview and predictive)** – enabling agents to click to dial so they can make more calls in less time
- **Custom lead management** – for example, using batch files or XML real-time postings, so that leads are distributed in real time, not at the end of the day or week so that they grow stale
- **State-of-the-art, real-time reporting** – allowing you to view and analyze all call-related information (such as speed to answer, average handle time, call disposition codes, and hold time), as well as agent-, program-, and campaign-related information
- **Results-based routing and “lead distribution” to agents** – enabling LiveOps to assign leads to the most appropriate agents so the best people make calls to your target prospects
- **Targeted agent sourcing, scheduling, and certification** – so you’re assured that only agents with the optimal qualities and skills make calls, that they are certified (through eLearning) to represent your business effectively, and service levels meet your needs

Instant Scalability to Meet Your Growing Needs

Both the LiveOps platform and the LiveOps agent community can scale as your business needs change. Our platform is available on demand, so you’ll never outgrow the world-class technology and processes delivered through the platform. And when you need to make more calls, we can quickly identify additional agent resources with the specific qualities and skills you need, certify them, and help you grow your business. It’s that simple.



EXPLORE YOUR OPTIONS WITH LIVEOPS

To learn more about how your business can benefit from a customized outbound teleservices solution from LiveOps, contact us today at 408-844-2829 or visit us online at www.liveops.com. Our outbound specialists can also determine if your business is a candidate for a unique pay-for-performance solution whereby LiveOps gets paid based on performance (for example, the number of qualified leads generated).



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