

# LiveOps Political Outbound Solution Brief

## About LiveOps, Inc.

LiveOps, the virtual call center company, frees businesses from the constraints of traditional call center models. LiveOps operates the world's largest virtual call center, providing the only complete solution with on-demand applications, 20,000 home agents and proven best practices that deliver breakthrough results. LiveOps provides a complete solution for political outbound that uniquely addresses both the agent as well as the technology requirements. During a political season, the call types vary from identification to survey, to "get out to vote calls", and all share the challenges of the dramatic increase and decrease in call volumes.

## Political Outbound Agent Community

With its virtual home agent community, LiveOps is best positioned to handle fluctuating call volumes. LiveOps' political outbound agent community is specifically sourced for political call types and needs. In addition, with its broad geographic reach across the United States, LiveOps is able to address needs for agents based on regional dialect, affinity

for specific political initiatives, as well as demands for "accent neutral" talent.

## Political Outbound On-Demand Platform and Applications

LiveOps On-Demand Call Center Platform and Applications has a robust outbound dialing capability that is fully optimized for highly-scalable political outbound calls. The LiveOps Predictive Dialer optimizes automated outbound calls for highly distributed agents to handle large volumes of outbound calls and performs above political industry standards on all levels. In addition, leveraging the LiveOps On-Demand Platform and Applications, LiveOps is best suited to address the demanding needs for political requests, such as post-election surveys and just in time streaming of polling.

## Rapid Mobilization

In the political outbound world, rapid response and agent mobilization is critical and every minute counts. With its large community of 20,000 agents and highly scalable on-demand call center platform, LiveOps is uniquely equipped to successfully support political programs of any size,

length and calling duration. LiveOps has a proven track record to mobilize thousands of agents in hours for campaigns such as disaster relief. For Hurricane Katrina, LiveOps was able to deploy the equivalent of a 350 agent call center in three hours to help unite the victims of Hurricane Katrina with their family and loved ones.

## Visibility and Control

Political outbound clients have access to real-time analytics and reports that enable them to monitor and control the performance of each campaign. Clients can measure calls in an aggregate way and identify and audit anomalies through cross functional visibility.

## The Best Political Outbound Solution

The LiveOps political outbound agent community has been sourced and certified specifically for political outbound call requirements. LiveOps agent performance for CPH (completes per hour) exceeds the industry standards for all political call types. The combination of LiveOps home agents and highly-optimized predictive dialer provides a comprehensive political campaign solution that can be mobilized in hours.