



SOFT OFFER SOLUTIONS

Exceptional Agent Performance and Unmatched Scalability That Maximizes Revenue

Maximizing revenue generated from soft offer advertising campaigns is notoriously difficult to do because campaign success largely depends on having the right number of highly skilled and trained agents to take calls. It's not easy to find, train, and retain enough of these talented sales professionals – especially when most call centers face nearly 100% annual turnover. Even if you have a dedicated team, it's difficult to adequately staff to handle call spikes. And as a result, many calls go unanswered and create frustrated customers.

On the other hand, if you staff for peak volumes, you'll likely pay for agents to sit idly at their desks during slow periods. Either way, it's expensive – both in terms of actual costs to hire, train, and maintain a dedicated agent team and in lost revenue from missed calls.

LIVEOPS: COMBINING SPECIALIZED AGENTS, SCALABILITY, AND RESULTS-BASED ROUTING FOR MAXIMIZED REVENUE

LiveOps addresses the challenges of soft offer campaigns head on by combining highly specialized independent agents; resource scalability; and performance-driven routing with the visibility required to optimize outcomes. Leveraging the vast resources and technical capabilities of LiveOps, our soft offer services provide you with:

- Agents that choose to specialize in selling your products and participate in e-learning, certification, and ongoing program optimization activities
- A proven track record of performance for increasing soft offer lead conversion, average order values, cross-sell and up-sell rates, and continuity programs
- A pay-as-you-go model – so you only pay for actual talk time, not down time
- Flexibility to source agents as your media runs so you can affordably cover call volume spikes
- Real-time visibility into agent performance and the ability to automatically route calls to the highest performers – even within your specialized agent resource pool
- Powerful, pay-for-performance incentives to keep agents motivated, consistent, and effective

BETTER-THAN-BOUTIQUE SERVICE QUALITY AND UNMATCHED SCALABILITY

Geographically-limited recruitment dramatically reduces any traditional call center's ability to attract agents with the selling skills required for soft offer calls.



“LiveOps has exceeded our expectations in all areas, including single-pay and up-sell conversions. Their ability to effectively scale to meet our call volume demands while maintaining a high level of performance is second to none in the industry.”

Vicky Sroloff,
Executive VP, Marketing
Modern Media

Even when fully staffed, boutique call centers have few skilled agents available at any one time to handle calls, so valuable customer calls go unanswered.

LiveOps solves this challenge by sourcing nationally and providing access to over 20,000 independent home agents – 85% with selling experience – so you always have enough skilled agents to take calls. LiveOps can also source new agents with skills to match specific criteria, giving you a virtual community of highly specialized agents that will boost your conversion, up-sell, and revenue rates.

PROVIDING THE BEST PERFORMING AGENT FOR EVERY CALL

Only LiveOps' Results Based Routing™ technology allows individual agents identified as the highest performers on your campaign to automatically receive the most calls. The LiveOps platform tracks the performance of each agent on every call, automatically updates individual scores, and provides agents with a real-time snapshot of their performance. The highest-performing agents are rewarded with more calls, which in turn gives them the opportunity to invoice more fees and earn more income. This naturally drives competition and consistent, high service quality that maximizes campaign revenue.

CERTIFYING AGENTS TO REPRESENT YOUR BRAND

LiveOps has developed an innovative certification approach that rewards participation, motivation, mastery, and independence. Our extensive e-learning solutions and certification programs can be customized for each client, allowing our independent agents to become product experts – essentially your company-branded agents. All learning is voluntary, so agents can choose the campaigns with which they have the most affinity. We also make available skill-building courses, refresher courses, chat, email, and other community and educational resources (such as access to sales experts) to help agents keep their sales skills and product knowledge at their peak.

LIVEOPS – THE RIGHT CHOICE FOR MAXIMIZING SOFT OFFER REVENUE

LiveOps delivers the only soft offer solution that combines access to highly skilled agents who are certified on your brand and products; unmatched visibility and scalability; results-based routing; and a pay-as-you-go model. You get better-than-boutique service quality and cost-effective call coverage that will boost your bottom line. In addition, LiveOps offers a full range of additional services to increase campaign revenue, including:

- Outbound follow-ups to non-buyers
- Skilled account management to help you leverage industry best practices
- Real-time scripting changes to improve conversion and revenue per order
- Third-party marketing up-sells to offset costs

Why wait to increase your soft offer revenue? Contact your LiveOps sales representative today or learn more at www.liveops.com.



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THE LIVEOPS DIFFERENCE

INDEPENDENT AGENT PROFILE

- 20,000 independent agents nationwide
- 80% have attended college
- 85% percent have previous sales experience
- Specialized skills and industry expertise in outbound telesales, pharmaceuticals, insurance brokering, and multi-language fluency

PROVEN METHODOLOGY

- Agents are sourced based on client needs
- Agents are scheduled in flexible, 30-minute blocks
- Every call is measured and added to agent rankings
- Agent commissions are based on a pay-for-performance model
- Certification and performance metrics qualify agents for calls types
- All calls are recorded, archived, and immediately available for review
- You can access a pool of agents who specialize in soft offer calls

INDUSTRY-LEADING RESULTS

- An average of 30% more revenue per campaign
- 10% attrition among independent LiveOps agents (versus 100% attrition among brick-and-mortar agents)
- Call abandonment rates that are less than 1%, so more calls are answered
- 15-34% higher order values than the industry average due to up-sell offers