



BEACHBODY: PARTNERING WITH LIVEOPS® TO DELIVER OUTSTANDING CUSTOMER SERVICE AND MAXIMIZE REVENUE

Beachbody creates in-home fitness and weight loss solutions, including P90X, INSANITY, Brazil Butt Lift, Hip Hop Abs, and many more. Beachbody products are distributed via direct response television and the Internet. Ongoing media campaigns with up to twenty unique offers support this effort.

To maintain its industry-leading customer service commitment, Beachbody demands best-in-class call center performance based on overall service level, revenue per call, conversion and average order.

Key to Beachbody's success is the ability to scale rapidly to meet the volume demands of hit products while providing high quality customer service. Beachbody also requires immediate visibility into caller responses, and the flexibility to test multiple script changes to increase revenue and order conversion. Given Beachbody's unique offering, the ability to upsell memberships is essential to long-term success.

To meet these goals, Beachbody ran regular telephone carrier tests for their direct response vendors. Vendors' performance on revenue

per call and overall service level determined their representative share in subsequent media campaigns.

Skilled Agents Make More Out of Outbound Calls

Winning multiple head-to-head tests against incumbent direct response vendors, LiveOps now owns nearly 100 percent of Beachbody's in-bound direct response and outbound sales promotion business. LiveOps consistently increased Beachbody's revenue, beating vendors on average order per call by as much as \$10 in a single week test period.

Two key factors contributed to this success. First, the high quality of the independent agents contracted by LiveOps to take these calls, 80 percent of whom have previous sales experience, enabled them to

generate more revenue per call, achieve higher conversion, and provide better customer service than competing vendors. Second, by leveraging LiveOps Platform™, more carrier calls were captured than competing vendors, further contributing to higher revenue.

In addition, the upselling skills of LiveOps Talent™ have generated more than 356,000 memberships, another contributing factor to the increase in revenue Beachbody has experienced since moving all of its inbound direct response calls to LiveOps.

Beachbody also uses LiveOps Talent to make outbound customer service calls to understand why customers didn't purchase and then try to convert these calls. Depending on the response, agents can utilize the LiveOps Platform to offer a different

“We never would have considered having so many of our calls handled by one vendor before LiveOps came along and turned the industry on its head.”

— Jonathan L. Condgon
President



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discount in real-time. This allows Beachbody to gain insight on how to better service their customers, and quickly make changes to increase customer conversion.

Technology Drives Responsiveness

Beachbody routinely tests everything from media buys to call scripts and product offers to be responsive to customers' needs while maximizing revenue. LiveOps Platform provides Beachbody complete visibility and control to see real-time traffic, test various call scripts and routings, and change them on-the-fly based on their performance. LiveOps Platform also enables Beachbody to run reports on a weekly, daily, or hourly basis and perform analytics on the results to track the success of various programs and offers.

Scaling To Meet Volume Demands

In order to anticipate the staffing needs for new product introductions, Beachbody runs small tests to understand both the media and offer. The following week, Beachbody launches the product using

anywhere from 10–20 different media companies to quickly ramp to volume. LiveOps easily handles volume spikes without sacrificing customer service, in one case ramping from zero to 50,000 calls in 8 weeks while maintaining average order value and conversion. During another product launch, LiveOps handled volume spikes of 625 percent while keeping service level constant. To date, LiveOps has answered over 1.65 Million calls for Beachbody.

Partnering for Success

In addition to traditional call center metrics, Beachbody recognizes that success requires a close partnership with aligned goals to continually drive performance. The combined experience of the seasoned independent agents that make up LiveOps Talent provides outstanding call center operations and best practices to assist in developing new ideas for testing scripts, market trends and caller demographics that further increase revenue. According to Jonathan L. Condgon, President of Beachbody, "LiveOps has become an integral part of our business."

Customer:
Beachbody

Industry:
Retail

LiveOps Solution:
LiveOps Talent

BUSINESS BENEFITS

- » *High reliability and scalability across all contact center locations*
- » *Management of geographically distributed agent teams as a single, integrated customer support center*
- » *A reduction in average call handling time enabled by CTI*
- » *Improved first-call resolution rates enabled by skills-based routing that automatically routes each call to the best available agent*
- » *100% inbound call recording for more effective quality monitoring*



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