

Customer

Ideal Living

Benefits

- 96% of calls answered in 20 seconds
- 99.2% of calls offered were handled
- Over 195,000 calls were handled by LiveOps in 2013
- 71% net conversion
- \$108.00 average order value
- 24x7x365 staffing

“ LiveOps has helped us transform our business model by consistently delivering high performing agents with a scalable model to help us grow. This has enabled us to quickly move forward and realize a much faster return on each Ideal Living Campaign.”

— Jaimie Minella, Director of Sales
Ideal Living Management LLC

The Company

Established by industry veterans Peter Spiegel and Katie Williams, Ideal Living is a product-development incubator and multichannel marketer focusing on health, wellness, and personal-care solutions that include well-known brands such as Prosvet, Walkfit and Miracle Blade. Ideal Living reaches customers via direct-response TV, catalogue and web, and has exceeded \$3bn in global sales over a 20 year period.

The Challenge

With the direct response landscape constantly in flux, Ideal Living needed high performing on-demand personnel and sophisticated telemarketing tools to maintain its competitive advantage. Thus, Ideal Living sought a partner who could be responsive to needs as simple as the quick procurement of Toll Free Number (TFNs) to more complex requirements such as script testing and

optimization. In addition to having top-shelf analytical resources, Ideal Living also needed a scalable workforce of contact center agents that could meet the company's unpredictable call demands to achieve its ultimate goal of maximizing per-call revenues on an ongoing basis.

The Solution

With its finger firmly on the pulse of the industry, the LiveOps direct response team was able to consistently deliver innovative ideas during a campaign's gestation period, allowing Ideal Living to hit the ground running every time out. At the same time, LiveOps' arsenal of data experts provided Ideal Living with everything from basic daily detail to more in-depth, trend analysis; the company also accurately tracked and posted results using LiveOps' easy-to-navigate platform.

While some of their previous vendors were only able to gather a limited



amount of historical data, LiveOps provided Ideal Living with essential past-campaign information covering a full five-year period. Having this kind of advanced data-capture facility is crucial for a firm like Ideal Living that is constantly testing both long- and short-form campaigns in order to determine which strategies may still be viable in the current environment.

LiveOp's award winning eLearning courses, certification modules and gamification enable agents to quickly ramp up and ensure they are up to speed on the clients products and services. Integrated call scripts are deployed across Ideal Living's programs to ensure a consistent call flow and caller responses are tested to safeguard success. This creates a superior agent that can field complex calls while creating and optimum customer experience.

The Results

With LiveOps, Ideal Living has had a trusted resource that can bring a wealth of technical knowledge and campaign performance to each successive marketing effort. Long after the initial launch phase, LiveOps continues to monitor Ideal Living's marketing performance, offering expert advice around script optimization, methods for improving call quality, and other valuable input as needed. LiveOps helps Ideal Living maximize scalability by allowing the firm to ramp up from zero need to up to hundreds of agents to meet surges in call demands. The LiveOps next generation cloud platform then enables Performance Based Routing to ensure that the top performing agents are handling the calls first.

Not surprisingly, Ideal Living has come to view LiveOps as a bonafide partner, one that is fully committed to the success of the firm. "LiveOps has been immensely vested in our best interests and has been proactive on all of our campaigns," says Jaimie Minella, Director of Sales, Ideal Living Management LLC. "We can always count on LiveOps to follow up with us, whether its offering guidance throughout the duration of a campaign, or providing feedback on products that we've been testing for a number of years."

Above all, LiveOps' flexible network of home-based, independent agents has paved the way for increased per-call revenue and improved profitability for Ideal Living. LiveOps' call conversion capabilities have helped boost annual average orders for Ideal Living's LiveOps has consistently outperformed the competition in terms of overall revenue generation for the client, including an estimated \$5 in higher revenues per call offered (RPCO).

"By delivering high-performance telemarketing and scalability, LiveOps has helped us to transform and improve our business model," says Minella. "This has allowed us to quickly move forward and realize a much faster return. Needless to say, it has been great working with LiveOps, and we look forward to continuing our partnership to help us propel our future growth."

About Liveops

LiveOps is the global leader in cloud contact center and customer service solutions. More than 300 companies around the world, including Salesforce.com, Symantec, Royal Mail Group, Ideal Living, and Amway New Zealand trust LiveOps' technology to enable effective multichannel, social and mobile interactions with their customers. LiveOps' award-winning platform has processed more than 1 Billion minutes of customer interactions and managed operations for the largest US-based cloud contact center of 20,000 home-based, independent agents. With 10+ years of cloud experience LiveOps is the partner of choice for companies wanting to migrate to the cloud. Headquartered in Redwood City, California with European regional headquarters in London, LiveOps supports a wide range of industries including retail, financial, health care, insurance, and high tech. For more information, visit www.LiveOps.com.



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