
Customer

Major Medical Supply
Company

Benefits

Some of results LiveOps
delivers to top brands include:

- Ability to triple the number of certified agents in days or even hours
- 96% customer satisfaction scores
- 70% sales conversion rates
- 33% more revenue per campaign
- 20% improvement in agent productivity
- 30% reduction in agent training ramp up time
- Up to 30% reduction in operating expense
- Order values that are 15 – 34% higher than the industry average
- 99.99% availability

“ LiveOps is a trusted partner that enables us to keep up with customer service demands. They have played a critical role in our business model and have become a perfect extension to help deliver an outstanding customer experience.”

The Challenge

Patients with diabetes rely on receiving diabetic testing supplies from this leading, nationwide supplier. The company has grown to serve more than 260,000 patients and is one of a select few providers that is authorized by the Centers for Medicare and Medicaid Services to distribute mail-order diabetic supplies to Medicare beneficiaries.

As the company attracted new patients through short form commercials they would upsell complementary products and services to help patients simplify their medical needs. Short form media became a great way to promote the company's brand and grow its patient pool. Commercials, however, aired often and at irregular hours, which led to an influx of calls that its contact centers could not service or staff around the clock.

The Solution

LiveOps Agent Services became a clear choice to handle the company's unpredictable call demands and customer service needs. Rigorous testing soon commenced and the

LiveOps team sourced additional, HIPAA-certified, independent agents to ensure demands would be met.

LiveOps', award winning eLearning courses, certification modules and gamification enabled agents to quickly ramp up and ensured they were up to speed on products and services. Integrated call scripts were deployed across the LiveOps platform to ensure a consistent call flow and caller responses were tested to help guarantee success. LiveOps independent agents were granted access to the company's proprietary system where they could validate physician records and verify Medicare records to create a seamless, integrated experience for callers. This created a superior agent that could field complex calls and enroll new patients.

LiveOps also provided granular real-time reporting and campaign tracking to help the customer make informed decisions and optimize media spends for future planning. The company also benefited from 24x7 access to call recordings to ensure superior calls were always taking place.



The Result

LiveOps continues to exceed the client's expectations through superior agent call quality while meeting its spikey volume demands. The company is able to quickly meet scale requirements by ramping up agents on an ongoing, as-needed basis. The LiveOps, HIPAA-Certified, independent agents are able to schedule call shifts in 30-minute call blocks, which has dramatically helped meet surges in call demand due to larger short form media buys while maintaining a healthy level of agent utilization when volume is lower after airings have ended.

With LiveOps, the company now benefits from real-time access to intuitive dashboards that provide granular access to performance metrics and the results are clear:

- An unprecedented 90% of calls are answered in 20 seconds
- Post-call quality audits benefit from an average 94% satisfaction score
- In one week's time over 17,500 calls were taken
- Scale to as many as 2,300 independent agents simultaneously taking calls
- Ability to quickly ramp up from a zero need to up to more than 1000 agents to meet needs

The LiveOps virtual home agent model enabled the client to dramatically reduce overhead costs associated with its brick and mortar agents. Aside from large cost savings, improved customer satisfaction and an ability scale, LiveOps has also been able to help the company consolidate toll-free numbers and track where its media spend is most successful. The results and quality metrics have proven that LiveOps Agent Services has become a pivotal part of the company's brand.

About Liveops Agent Services, Inc.

LiveOps Agent Services, Inc., the leader in distributed contact center technology and services, has a highly skilled network of 20,000 independent agents, next generation cloud-based infrastructure, and expert resources that can be deployed rapidly to augment your existing teams.

