
Customer

Murad, Inc.

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 agents aren’t just order takers—they’re highly skilled, knowledgeable, enjoy and believe in our products, and can therefore help our customers decide which product may be best suited for their own needs.”

— Marina Randolph, EVP
Murad, Inc

The Company

Founded by dermatologist and skin scientist Dr. Howard Murad, Murad produces a full range of skin-condition-specific, high-performance products for home and spa. The company’s success is backed by 19 unique patents for advancing the science of skin health and a 30-year legacy of research and clinical testing. Today, millions of people look to Murad with confidence for products, services and tools to help them look, live and feel Better Every Day®.

Murad’s pharmaceutical grade skin and body wellness products are sold through retail establishments, spas and direct response television.

The Challenge

Without a fully capable contact center on board, Murad was “leaving money on the table” as a result of bad agent performance, poor training practices, and call volume that its traditional contact center could not keep up with.

To meet the increased demand generated by its successful infomercial

campaigns, Murad needed a partner that could help the company improve its customer response times. Additionally, they needed a partner to help them streamline business operations by optimizing inbound telemarketing scripts, enhancing data tracking and reporting, and above all, managing a scalable team of highly qualified agents to sell its products and meet spiky call demands.

The Solution

With a network of 20,000 independent agents, a cost-effective and flexible platform became the obvious choice to help Murad meet its demanding call requirements. Right from the start, LiveOps multi-divisional support team helped Murad properly understand and capitalize on the nuances of telemarketing. From learning industry best practices, to crafting winning scripts, to optimizing agent performance, LiveOps made an impact on Murad’s business.

Additionally, detailed real-time reporting and campaign tracking

**BETTER
EVERY
DAY™**
Murad®

provides Murad with a clear perspective on their marketing campaigns, while 24/7 call auditing allows them to accurately assess agent response times and communication quality. Using LiveOps proprietary technology, calls are automatically routed to the agents who perform best on Murad's programs first, including top-tier commission-based agents to further optimize program performance.

"It really all boils down to the quality of the agent," maintains Marina Randolph, executive vice-president, Murad, Inc.

LiveOps University, the award winning team who creates eLearning modules and product info libraries, helps agents quickly get up to speed and maintain their knowledge throughout the duration of the campaign. Plus, many of the agents are users of Murad's product line and are able to relay their own experiences to inquiring customers. "These are not just 'order takers,'" says Randolph, "their agents truly enjoy and believe in our products, and can therefore help customers decide which product may be best suited for their own needs."

With LiveOps, Murad has been able to dramatically expand its popular Resurgence line of products. "When it comes to a continuity program such as Resurgence, you need to make sure that the customer is really taken care of up front, because we care about how long they stay on the product," says Randolph. "And LiveOps has truly helped us maintain that level of quality by delivering excellent customer service."

The proof is in the numbers: according to Ms. Randolph, LiveOps' higher conversions and average order values were key to Murad's 46% year-over-year business growth during 2013.

LiveOps multi-division support team also provides Murad with ongoing guidance to ensure that its long-term business goals are met. "There isn't a week that goes by that we don't test something with LiveOps on a moment's notice—they have a great IT and client-services team that's there for you at every turn," adds Ms. Randolph.

"If your call center is not properly equipped to scale your business, you're going to be experiencing abandoned, re-routed or dropped calls," concurs Randolph. "With LiveOps, every call gets answered by one of their top performing agents."

In its 10 years of service on behalf of Murad, LiveOps has been able to meet all of the essential contact center criteria, from scalability and performance, to accountability and tracking. Says Ms. Randolph: "Simply put, we wouldn't have the level of expertise, transparency, and quality of data if it weren't for LiveOps."

With LiveOps, Murad now benefits from a team of highly skilled independent agents, access to real-time data dashboards, and a client services team that has pushed her brand and revenues forward.

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.

