



## BACKSTORY

**At Liveops**, we believe in improving people's lives no matter where, when, or how they work. We've been making work and life more flexible and rewarding since 2000 — when we pioneered a different way of thinking which produced the virtual on-demand workforce.

Back then, we were another one of those startups that began in our founder's garage in Ft. Lauderdale, Florida before finding our way to Silicon Valley and now Scottsdale, Arizona.

One of our first big projects was a client no one else could solve for: a psychic hotline network.

The network was growing so fast that agent capacity and flexibility was being stretched to the breaking point. The tired, outdated, geographically-dependent, brick-and-mortar approach, obviously, wasn't cutting it.

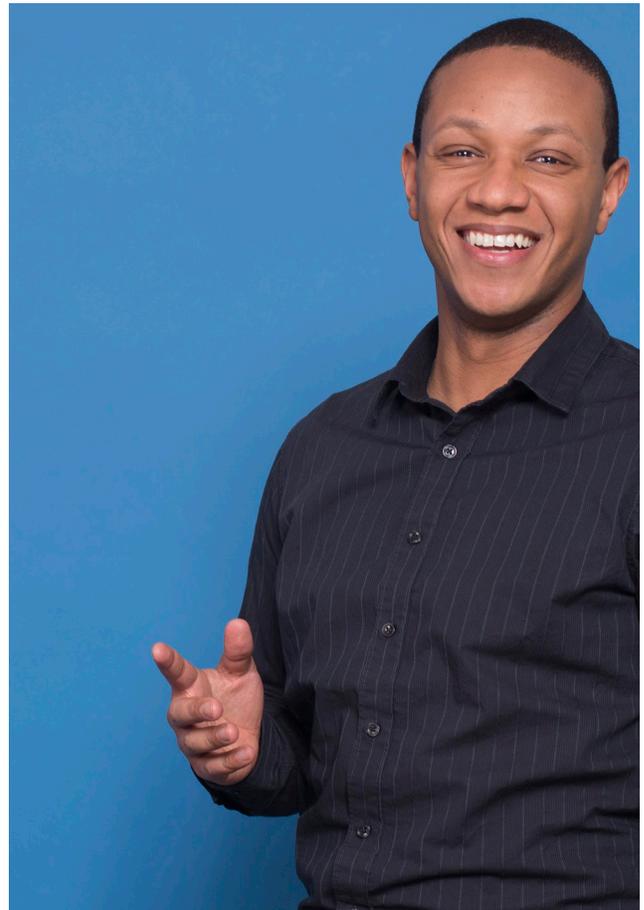
So the virtual independent business owner model was born.

We found thousands of customer-friendly people throughout the country who could work on their own terms while connecting you to a psychic. (Interesting how two groups of people focused on the future came together. Coincidence? We don't think so . . . )

The success of our virtual approach spread and we began to dominate the Direct Response industry. Soon, we were applying this new way of serving across other types of industries including retail, pharmaceutical, insurance, tax services, consumer services, government and utilities.

We were scrappy then and we're still scrappy now — serving Fortune 500 clients that would make our competitors' heads turn. Our secret?

Giving agents control and flexibility provides a more talented, engaged workforce. This, coupled with our clients' needs to efficiently flex to meet demand, creates the perfect mix to ensure happy customers.



We call our nationwide agent community, Liveops Nation. And they believe in our purpose to improve people's lives as much as we do. From Hurricane Katrina to American Idol Gives Back to Stand Up to Cancer, our agents do their best work when humanity requires it. When COVID-19 struck, thousands of our agents rallied in hours to answer calls from small business owners across the US during a time when their livelihood depended on it.

**Why Liveops?** We're not a call center. We're a community of talented, relentlessly results-driven people who have revolutionized our industry in an effort to improve people's lives.