

# Supporting Sales



For a Leading Interactive  
Multi-Channel Retailer



LIVEXCHANGE



# The Business

Our client a leading interactive, multi-channel retailer required a partner who was able to represent an extension of their brand, handling customer care, sales and other order fulfillment inquiries.

Buyers have specific questions that require detailed answers and they get frustrated when put on hold or transferred to other individuals. Seasonality was showing to have a major impact on sales, and the industry experienced challenges

with having knowledgeable sales professionals answer inquiries from customers in a timely fashion.

Service Partners supporting our client's passengers needed to understand the true value of the brand and overall focus on providing high quality products at an exceptional value while engaging with the customer in the most convenient way possible.





# Why the Livexchange Platform

5 overarching reasons promoted the relationship between the client & Livexchange:

## 1 Control / Visibility

The client wanted to augment their existing workforce not replace it, therefore having full control of the entire process including operational oversight was extremely important.

## 2 Flexibility

The client wanted to augment it's internal staff with Livexchange personnel, but only schedule them when and where they needed them.

## 3 Nimble

Given the nature of the client's business being able to ramp up and down quickly based on seasonality as well as forecast adjustments were critical.

## 4 Cost Effective

Being able to provide an on-demand, virtual workforce at a 30% savings over the traditional FTE model was a key component to the overall value

## 5 Secure

Given the nature of the client's business coupled with the fact that the agents are remote having a secure workspace (PCI certified) is critical.



# Core Services

Support offerings through the Livexchange Platform include:



## 1 – Recruiting

Access to 150,000 North American based virtual workforces solely focused on all aspects of the customer experience life cycle.

## 2 – Training

Easily conduct virtual training via the Livexchange virtual platform.



## 3 – Scheduling

Via the LiveXconnect scheduling platform that allows on-demand scheduling at the 30 min interval level with real time reporting & the ability to instantly notify of schedule changes via phone, SMS or email.

## 4 – Security

Livexchange Secure WorkSpace software turns any computer into a Level 1 PCI certified workstation in 60 seconds or less.



## Success Measurement

Consistently outperform in house workforce on all KPI's including Quality and AHT.

✓ Performance

Provide a level of business continuity based on weather conditions and global pandemic.

✓ Continuity

When compared to the cost of full time staffing, the client was able to save 30%+ vs. their internal customer experience staff.

✓ Savings

Based on the flexibility of the Livexchange staffing model the client was able to improve overall operational efficiency by 25%+.

✓ Operations





Your On Demand Virtual Workforce

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