

## Case Study

# Leading Global BPO

### INDUSTRY

BPO

### PROBLEM

Legacy Technology Issues & Lack of Stability

### SOLUTION

LiveVox SmartReach

### ON THE SOLUTION

“The ability for managers to tap into calls and assist agents in real-time helps us with performance, particularly with agents that work remotely.”

**LIVEVOX**  
by **NICE**

## How LiveVox SmartReach Empowered a Leading Global BPO to Outperform in a Highly Competitive Sales Landscape

In today's dynamic and ever-evolving business landscape, BPOs continually seek innovative solutions to stay ahead of the curve. As they navigate the intricate balance between efficiency and competition, technology stands out as a pivotal force for change.

Dive into this case study to discover how LiveVox SmartReach, with its unparalleled outbound campaign capabilities, became the linchpin for a leading BPO company's success, enabling it to not only meet but exceed its sales objectives in a fiercely competitive market.

### ABOUT THE COMPANY

This worldwide organization provides innovative and transformative contact center and BPO solutions to the world's leading brands. They foster a people-first culture that is unique in the industry, winning accolades and awards for both their positive work environment and performance excellence. Today, they employ more than 35,000 employees in 40 locations in North America, Asia, Europe, and the Caribbean.



## BACKGROUND

### The Battle For Efficiency in a Competitive Landscape

One of the company's key lines of business is conducting telesales on behalf of one of the nation's leading cable TV service providers. These operations fall into two key categories. Firstly, upselling active subscribers to superior TV packages. Secondly, convincing recently lapsed or canceled subscribers to renew their subscriptions.

This BPO faces crowded competition from other vendors. TV companies used to invest heavily in telesales and have a stable of vendors at their disposal, but now focus on efficiency and cost reduction. The vendor with the lowest cost-per-sale wins the business and loyalty.

As a result, the pressure is on to maintain a lean and effective outbound dialing operation within their contact center. Their ability to secure sales at minimal costs is vital for the success and continuity of their business.

## THE CHALLENGE

### The Burden of Legacy Technology: A Look at Operational Roadblocks

Before adding LiveVox SmartReach, the company relied on a DOS-based, on-premise system to drive its outbound sales operations. Though once adequate, the system was severely outdated and unable to meet their evolving needs. It hampered them with myriad problems:

- **System Downtime & Lack of Stability**

The outdated system had frequent issues, causing significant downtime that directly affected the company's ability to connect with customers, impacted productivity, and resulted in significant revenue loss.

- **Poor Agent Experience**

The lack of necessary tools and frequent technical difficulties demoralized agents. Agents were restricted from being able to carry out even

the most foundational elements of their roles – connecting with and talking to customers.

- **Poor Customer Experience**

Even when calls were able to connect, they frequently failed or were of such poor audio quality that customers struggled to understand agents, and vice versa.

- **High Complexity with Limited Functionality**

The complexity of the system and the time required to resolve even basic technical issues, combined with a very limited range of features, severely limited the company's ability to execute dynamic sales strategies.

All of these factors added up to create an extremely difficult situation. The BPO's outbound operation was inefficient, resulting in a very high cost-per-sale compared to their peers and, ultimately, an increasing inability to be competitive in their space.

**“Persistent downtime was affecting our efficiency, meaning we had a high cost-per-sale. We simply were not the most cost-effective partner for our clients..”**

Senior Client Services Manager

## THE SOLUTION

### Embracing the Cloud: The Leap to Enhanced Stability and Efficiency

The BPO made the strategic decision to transition to a proven cloud-based platform, a transformative shift for their outbound sales operations. They recognized the opportunity to consolidate their operations into a single, more efficient platform that could address the many challenges they faced with their legacy system.

They opted to start simple but start fast – choosing a technology package that was tailored to address their core business need – a stable, efficient, and effective outbound sales operation. Training was implemented across the organization, and a smooth transition to LiveVox SmartReach was successful.

The difference in operations following the transition has been described by the company's Senior Client Services Manager as 'night and day'.

### Enhanced Stability, Efficiency, and Call Quality

- They experienced a significant upgrade in system stability. Frequent downtimes, a major drawback of the previous system, were drastically reduced.
- Quick, clean connections with customers and calls with excellent audio quality resulted in a better experience for customers and allowed for more effective outreach.

### Improved Agent Experience and Effective Remote Management

- A simpler agent desktop with improved functionality, combined with a stable system that actually allowed agents to consistently connect with and talk to customers, greatly increased their team's ability to meet and exceed performance expectations.
- The ability for supervisors to listen in on calls and provide live assistance to agents allowed for better performance management – especially for remote teams.

### Ease-of-use and Operational Flexibility

- With all of their customer and operational data unified in a platform that was far more intuitive than their legacy solution, the BPO has been able to more intelligently segment their outbound campaigns.
- The ability to manage the platform is now shared among business users, empowering decision-makers to make tactical changes and direct operations without the need for time-consuming engagement with technical support.

### 24/7 Support

- Round-the-clock support ensured that any system issue was addressed promptly, minimizing potential downtimes. This level of support contributed to operational stability and helped maintain the momentum of outbound sales activities.

## About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform – and elevate – every customer interaction.

[www.nice.com](http://www.nice.com)

For the list of NICE trademarks, visit <http://www.nice.com/nice-trademarks>

