


Financial Services



This global leader in the financial protection services industry relies on Working Solutions to help provide insurance and warranty protection programs to over 60 million subscribers protecting customers against loss, theft, damage and malfunction of electronic equipment.

The Challenge

In Q4 of 2002, the financial protection services company was preparing to launch a new enrollment and marketing plan which would require activating a massive training program for their in-house specialist staff, while simultaneously ramping up headcount to continue servicing existing customers.

In order to successfully execute the new enrollment and marketing plan, the client would need to develop an entire team of alternate support specialists to avoid losing sales while in-house agents were in training.

To competitively maximize sales and increase customer loyalty, the company needed to keep costs low and maintain high average order values, boost closing percentages and, most importantly, increase first-call resolution rates. Ideally, the company needed access to a team of specialists with financial services experience, excellent sales conversion skills and high close rates, without the expense and risk of attrition that is typically associated with adding full-time employees.

WITH WORKING SOLUTIONS, THE CUSTOMER WAS ABLE TO:

- » **Match** marketing demand with industry-experienced sales agents
- » **Quickly** accommodate last minute customer enrollment call demand
- » **Control** costs associated with an exponential increase in staffing levels



The Solution

The financial protection services company urgently needed to develop a team of alternate support specialists with financial services and sales experience. After researching several options, they realized that only Working Solutions' Agents OnDemand™ offered the quality and quantity of specialists they needed.

Working Solutions provides:

QUALITY OF CHOICE – Working Solutions enlists agents across the United States. Businesses can elevate their hiring criteria to obtain specialists who exceed their current in-house standards;

QUICK SCALABILITY – When a need arises such as new enrollment initiatives, Working Solutions rapidly provides support specialists (many of them bilingual) from its community of more than 76,000 highly experienced professionals;

FLEXIBLE SCHEDULING – Agents OnDemand can be scheduled in 15-minute increments, tailoring capacity to match call volume while keeping costs down;

QUALITY CONTROL – Support specialists' performances are observed on a regular basis through real-time monitoring and end customer surveys to ensure high touch and consistent quality; and,

SUPERIOR AGENTS – Support specialists have an average of 5 to 7 years of industry experience; over 80% have a college background.

The Result

As a result of their partnership with Working Solutions, the company has been able to:

- Implement new programs and provide necessary training without losing crucial sales because of downtime
- Efficiently respond to fluctuations in daily and seasonal customer call volume
- Capitalize on their sales opportunity window
- Avoid costs associated with hiring and training full-time employees
- Trim average call abandonment rates to less than 5%

A few weeks after implementing the enrollment plan, the company added another new retail client increasing their call volume by more than 1000%. Within 48 hours Working Solutions supplied hundreds of additional agents, fully conversant on client-specific curriculum.

Working Solutions' Agents OnDemand offer the company:

- Around the clock solutions
- Specialists schooled specifically in the client's curriculum
- Skills-based call routing linking the most qualified support specialists to calls first

Through their long-term relationship with Working Solutions, the financial protection services company is able to focus their resources on implementing strategic services while simultaneously growing the retail client list and enjoying significant return on investment.

“ We continue to be impressed with ... the quality of support specialists provided by Working Solutions.

It is always reassuring to know the leadership at Working Solutions stands willing to go the extra mile for us. ”

– Senior Director

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The Global Leader In Remote Agent Solutions For Enterprise Contact Centers

Since 1996, Working Solutions has provided call center solutions to corporations seeking to improve return on investment – controlling costs while improving the customer experience. A pioneer in the virtual call center industry, Working Solutions continues to be the industry leader with innovative technology and comprehensive processes.

