

StatesideBPO Contact Center Solutions

A leading multi-national Multi-Level Marketing organization realizes their ability to rapidly expand plus support international contact centers after partnering with StatesideBPO

Client Need: A rapidly growing International Multi-Level Marketing Organization found their inbound Customer Care call center was not equipped to handle the colossal growth, despite attempts by their internal recruiting and training center staff. To ensure the Client's requirements were met within adequate time and accuracy, StatesideBPO was brought in to assist by providing quality agents to deliver impeccable service through their multi-channel interactions with their consultant base.

Solution: StatesideBPO analyzed the current hiring, testing, training, quality, and operational processes, call flow, reporting, and compared key performance metrics. StatesideBPO then created an "agent profile" that met the MLM's needs and used the model to pre-qualify/test, recruit, train, and deliver "white glove" multi-level customer interactions. With the success of the initial 35 FTE on-boarded, the client increased the level of support from 35 FTE to 145 FTE within a six month period. In addition to the FTE increase, StatesideBPO migrated three international contact center offices to StatesideBPO's cloud based platform, affording the MLM global visibility and the ability to stack rank KPIs across all business entities.

Results: First Call Resolution (FCR) increased from 53% to 78%, Agents serviced an additional 428,000 contacts, and Measured Quality Assurance metrics improved by 9% while reduced cost per FTE.

Processes performed by StatesideBPO for the Network Marketing Company:

- Consultant, Product, and Consumer Support including:
- Answering inbound calls, emails, online requests regarding products, ingredients, use.
- Providing technical support in navigating their MLM system.
- Enrolling new independent consultants and walking them through various processes.
- Handling exchanges, returns, and other issues.
- Responding to questions about becoming a consultant.
- Clarifying rules and regulations of the sales plan.
- Order entry
- Consumer affairs calls
- Chat (upcoming feature)
- Supporting multi languages for international consultants and their customers

About StatesideBPO

StatesideBPO is a leading force in transforming cloud-based customer service solutions for the highest quality of service at the most effective cost per interaction. Our U.S. based agents are disabled Americans and Veterans dispersed throughout 40 states. Supported by state-of-the-art technology including industry-leading cloud software and other leading technologies, allows our virtual employees to respond quickly to our client's needs. In addition to Network Marketing and Direct Sales Organizations, StatesideBPO supports a wide range of industries including Energy, Healthcare, Pharmaceutical, Retail, and high-Technology companies.

For more information visit www.statesidebpo.com