

INDUSTRY

Retail

SOLUTION

Care Services

PRODUCTS

Customer Care and Technical Support

CLIENT STORY

A Virtual Workforce with TeleTech@Home:

Personal Attention, No Building Needed

This technology retail giant has an enormous volume of customer contacts to manage each month, and the holiday seasons easily see increases 200 – 300 percent higher than off-peak months. The company was looking for a better way to handle fluctuations in service volume – a scalable approach that would reduce costs by driving efficiencies, but also one that would maintain a great customer experience through any channel. We created a customized virtual workforce for the client through our TeleTech@Home solution. TeleTech@Home is a process- and technology-driven program that takes advances in training delivery, human capital selection and multichannel communication, and blends them into an elegant and cost-effective resource allocation model.

Through Hirepoint™, our online recruiting portal, we identified and hired over 1,000 highly qualified associates in less than two months. The quality of the TeleTech@Home applicant pool made such a rapid launch possible: twenty-five percent of our associates hold an undergraduate degree or higher, with an average of ten years of business experience. Our training team worked with the client to develop and deliver streamlined, effective curricula that brought initial training down to six days. Although the client's previous experience was that it would take three months to achieve proficiency for all the new hires, we met all of the client's contractual performance goals by the end of the fourth week.

The efficiency and quality of the TeleTech@Home customer experience has allowed the client to reduce overall staffing requirements by 12 percent, while successfully maintaining all key performance metrics. It also resulted in the use of TeleTech@Home for additional lines of business, as well as ongoing seasonal staffing demands. We have more than 1,000 year-round associates working for customers of this client, offering technical, sales, and retail support. An additional 2,000 associates are brought in on a part-time basis during each holiday season.

RESULTS

1,000 qualified associates hired in less than two months

Efficiency allowed client to reduce staffing needs by 12%

Scalable solution brings **2,000 more** associates online to respond to seasonal increases in traffic