

## Business-To-Business

This Fortune 500 supplier of office products and services relies on Working Solutions to help them service high-end clientele while keeping costs down.

### The Challenge

The client faced a situation of competing expectations and business priorities. Having recently acquired a company with higher-end products and clientele than their core business, they needed more experienced and skilled sales specialists. Training and adding additional sales specialists to handle this new customer segment would require careful thought and planning to ensure retention of existing customers and future sales growth.

At roughly the same time, the company appointed a new CEO whose focus was on cost-cutting and lowering overhead across the company. A large capital outlay on niche boutique call center services was not an option. The possibility of offshoring the services was considered and rejected as not providing the high quality service required for this new business segment. Providing premiere service to the newly acquired customers while controlling costs would require looking at non-traditional call center models as an option.

### WITH WORKING SOLUTIONS, THE CUSTOMER WAS ABLE TO:

- » **Increase** average order value \$22 per call, resulting in \$88 million additional top line revenue over 4 million calls
- » **Improve** customer satisfaction scores 5% and first-call resolution more than 50%
- » **Reduce** call center operating expenses 24%



WORKING SOLUTIONS™

## The Solution

After reviewing several options, the company chose to partner with Working Solutions; a decision based primarily on the resources Working Solutions' Agents OnDemand™ had readily available. They needed a system that would provide quality, flexibility and results at a lower cost than traditional call center models. With Agents OnDemand the company had access to a community of more than 76,000 highly-qualified specialists from which to draw – all expertly prepared with industry specific knowledge.

The management team at Working Solutions collaborated to design a program for the company to meet these needs. By utilizing Working Solutions' program, the company eliminated the need for additional expenses and interruptions associated with additional programming. They had no need to pull resources from their IT and professional departments to integrate different systems. Working Solutions engineered its technology to provide uniformity at the highest level of redundancy and scalability while maintaining the integrity of the existing security protocol standards, enabling the company to deliver a more consistent customer experience across all channels.

Working Solutions was able to quickly locate highly qualified and motivated sales specialists who were already knowledgeable about the products offered by the client. This knowledge advantage resulted in reduced preparation time and immediate value to the client.

## The Result

Today, company executives view Working Solutions as a quality partner in their customer service strategy and confidently refer other businesses needing sales specialists. The superior quality of Working Solutions' Agents OnDemand was a perfect match for the company's higher-end clientele. The agents' in-depth product knowledge led to:

- Greater opportunities to cross-sell
- Increased average order values
- Increased first-call resolution rate
- Reduced customer frustration and churn
- Reduction in man hours required for call resolution
- Stronger customer loyalty

The client's objectives of increasing their average order value and lowering the time required for call resolution were reached by using sales specialists with specific product knowledge. First-call resolution rates also increased as an additional benefit.

The company's priorities were no longer competing demands, and instead, became complementary goals. Working Solutions' Agents OnDemand allowed the company to provide a more sophisticated service to the newly acquired business while lowering costs and raising their return on investment through better quality sales calls and tailored customer service.

“ Tapping into Working Solutions' huge Agents OnDemand pool enabled us to be extremely selective about agent experience. That experience translated into an average increase of \$22 per order, dramatically increasing our bottom line. Working Solutions is a great partner. ”

– Vice President of Customer Service

Call us today and let us develop a customized call center solution for your business.

[workingsolutions.com](http://workingsolutions.com)  
[agentsondemand.com](http://agentsondemand.com)

972.964.4800  
866.857.4800 Toll Free

### 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.

