Alorica Uses LiveVox to Build Delightful Customer Experiences with Data

Sees Sales Increase 11%

LIVEVOX

+11%
Increase in YoY Total Sales

50%
Faster deployment than traditional implementation time

Alorica is a leading BPO that raises the bar in providing excellcent customer experiences. They were looking for a partner that could help them optimize customer experience and drive sales for a leading energy provider.

Use Case
More campaign rollouts with better performance analytics

Industry
Business Process Outsourcing

Solution
Integrated CRM with engagement channels like Voice & SMS Contact Manager

Impact
Increased sales by 11%

Benefits at a glance:

- **Boosted efficiency and YoY sales by 11%.**
- **Decreased agent's handle time by surfacing pertinent information faster.**
- **Lower handle times & faster resolutions as a result of better data visibility.**
- **Seamlessly integrated with existing systems of record.**
- **Improved risk mitigation using a built-in compliance capture framework.**

The Challenge

Alorica required a real-time, granular view of customer data including all contact history and context from every engagement channel. They also needed a solution to optimize the customer experience and drive sales for a leading energy provider. Alorica had 8+ years under their belt, running a successful seasonal program that assisted the energy company in achieving high growth rates, but this year they wanted to go big.

The Solution

Alorica was already using LiveVox's platform for outbound voice, but with LiveVox's integrated CRM, Voice, and Performance Analytics solutions, Alorica was able to utilize their customer and workflow data to quickly input and react to new campaign requirements, business performance insights, and strategic pivots.

Using LiveVox's unified platform, Alorica deployed the custom energy program 50% faster than its traditional implementation time.

The Result

With simplified access to customer and workflow data, Alorica was able to drive business performance and increase Year-over-Year sales by 11%.

Same Customer, New Challenge

Alorica is a leading customer experience company with one guiding mission—to make the lives of their clients and end-customers better, one interaction at a time. They rely on highly-skilled agents and leverage modern processes, tools, and technologies to provide memorable service.

While they've always been very experience-focused, there's always room for improvement. With a new contract in the works, transitioning to a customer-centric approach would need to be about more than just principles, said Anthony Buxter, Director of Customer Contact Management at Alorica. "Ultimately, every experience we create for our customers and their clients is derived from and delivered via the technology we choose to adopt." For an upcoming program with a well-known energy provider, Alorica set out to push themselves to the next level of customer-centricity and challenge the status quo.

Alorica had over 8 years of history under their belt with this client running a very successful seasonal program that assisted the energy company in achieving high growth rates, but this year they decided to challenge themselves to go above and beyond.

The company's legacy tech stack was starting to lag and become disjointed; **it wasn't originally designed to move at the faster rate of customer expectation we're now experiencing. Customers kept demanding more and more personalization and speed.** To achieve the agility and responsiveness that the energy provider needed for its new project, Buxter began guiding their partner through a customer experience transformation.

"I set out to think about the process, tools, and technology that would enable our employees to provide the level of service that would come from an in-house operation that required an intimate understanding of the energy providers' needs. This was how we'd deliver great customer experience and ultimately improve their YoY sales results," Buxter told us.

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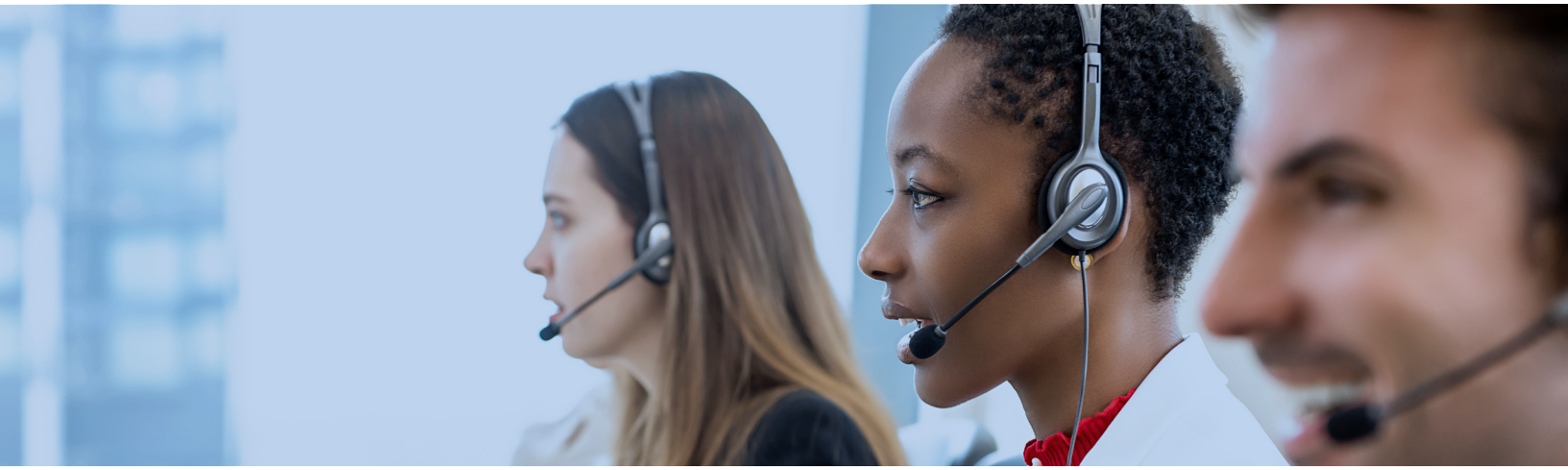
— **Anthony Buxter**
Director of Customer Contact Management
Alorica



Putting the focus on customer experience

They started with the overarching goal of increasing year-over-year sales.

Alorica had a few items they knew they had to achieve in order to make this goal a reality.

They set out to:

1. Establish a new data architecture that allowed for seamless integration between the energy providers' data interface and Alorica's own in order to provide a simplified yet meaningful data exchange that had the ability to scale quickly.

2. Reduce reliance on IT to set up the program. They needed the flexibility to run and develop campaigns and make changes on the fly when the operations team or the client decided that they needed to pivot based on the data.

Alorica wanted the ability to provide **custom dashboards and reporting to each internal functional department** to enable continuous improvement, and a **custom portal for the client that allowed them to measure and socialize program successes.** Buxter knew putting all of these pieces in place would allow the Alorica operations team to shift focus away from the cumbersome technology implementation process and focus instead on the most important piece for all of this to work: people.

To accomplish these goals, Alorica partnered with LiveVox to power the program. Buxter understood that for all of this to work to get done they needed to identify a simplified path that would get them rolling quickly because the energy provider's season was approaching fast. Buxter chose LiveVox's Voice, Contact Manager, and Performance Analytics offerings to create the custom program on a time crunch.

Building blocks for a more agile service model

Since implementing LiveVox, Buxter's team has made a large and lasting impact. The greatest win has been the newfound ability to discover small points of friction in the customer experience—a find that's helped them to serve hundreds of additional customers for the energy provider. **"Previously it had been difficult to get a full view of customer behavior— what are their channel preferences? Who is entering our workflow and through which channel? Does one perform better than the other? Is this performance campaign-specific?— these are all questions we can answer now,"** Buxter noted.

Often burdened by an overloaded IT team, many businesses struggle to keep up with the day-to-day, let alone innovate. Stressed teams push non-critical work to the bottom of the list because they are not dire. "**We found that our operations team was spending a lot of time running the old systems and their time could be better spent investing in our staff and assisting with conversions,"** explained Buxter. **"With the LiveVox platform our operations team was able to respond to the data they could see and make changes with the team in real-time,"** he went on.

The LiveVox platform has helped streamline the interface between client systems and Alorica's technology because of its pre-built integration points. This benefit has trickled down to affect implementation time in other areas, as well. **The newly designed program was almost 50% faster than our traditional path would've been to stand up something like this before,"** Buxter added. Consequently, the Alorica team was able to react much faster to new campaign requirements, strategic pivots, and, most importantly, it allowed them to ensure that agents were speaking with the right customer prospect at the right time.

As a result of LiveVox's Unified Data Model, Alorica can now marry client demands and requirements with its own internal goals of continually delivering sticky customer experiences that win clients and customers over. This was a key driver in choosing to adopt the LiveVox platform where solutions can be custom designed and centered around Contact Manager, which offers a unified, seamless path to integration with existing systems.

> *Contact Manager and the ease of using the LiveVox platform resulted in the best year of performance we have ever had in this project. It is a clear winner and we look forward to deploying the solution on many of our other programs."*

— **Anthony Buxter**
Director of Customer Contact Management
Alorica

About Alorica

Alorica is a leading provider of business process and customer satisfaction outsourcing solutions that span the entire customer lifecycle. But that's just a very technical way of saying what we really do, which is to make lives better...one interaction at a time. Alorica is 100,000 strong and dedicated to delivering insanely great customer experiences to people all across the globe. It's our privilege to partner with the world's largest and most respected brands—embracing every day and every challenge with passion, performance, and possibilities.