

## **Live Agent offers you a performance-based operating model, powered by on-demand technology**

The Live Agent platform has been designed 'from the ground up' to maximize agent and campaign performance so that your business can not only meet your targets, but exceed them.

The fact that Live Agent consistently delivers better results than any competitor is testimony to the effectiveness of our performance-based operating model.

This operating model combines:

- On-demand technology and dynamic routing, which significantly reduces the number of lost and failed calls
- a growing community of professional at-home agents
- Best practice methodology for monitoring and rewarding agent performance in real time.

### **Technology**

With our unique dynamic-routing technology, we are able to handle call volumes that would crash other call centres. Why? Simple. Calls are rerouted rather than blocked by busy ports. As a result, missing opportunities simply because customers couldn't get through becomes a problem of the past.

In addition, with our network of independent at-home agents available on demand, Live Agent always has enough capacity to pick up the calls you generate through your direct marketing campaigns, and you can instantly scale up or down to match your call volume.

### **Staffing and scheduling**

Using our dynamic staffing model, you can accurately resource up or down to handle the peaks and troughs of normal call volume.

Our network of independent at-home agents can schedule themselves in 30-minute increments so that their availability matches your call volume profile. This means, as well as maximizing your opportunities (because more calls are answered), you can also improve customer service and reduce hold times.

### **Performance**

The Live Agent performance-based operating model does more than just ensure your calls get answered. To maximize your opportunities, we help improve the performance of independent at-home agents working on your campaigns.

With our innovative, results-based routing technology, we are able to route calls to the agent that's best capable of answering each call. Calls can be routed based on any attributes that you wish: average handle time, sales conversion rate, first call resolution... Calls can also be tracked in the Live Agent platform.

Using this routing technology, our data shows that up to 40% of incoming campaign calls are automatically routing to the top 15% of agents. This increased efficiency level dramatically improves call success rates. We also allow for reserved seating, so you can ensure the highest performing agents are ready to take your specific campaign calls as they come in.

### **Cost effective**

The Live Agent pay-per-use model allows your business to leverage our performance-driven independent agent services and only pay for those resources you actually use. So there's no up-front expense in reserving large agent blocks for under-utilised time.