

Enterprise BPO Optimizes Customer Experience and Increases Year-Over-Year Sales by 11% with LiveVox U-CRM

“With LiveVox, our team was able to respond to the customer and interaction data and make changes with the team quickly...[T]he ease of the LiveVox platform resulted in the best year of performance we have ever had for this project. It is a clear winner and we look forward to deploying the LiveVox solution on many of our other programs.”

- Anthony Buxter, Director of Customer Contact Management



\$ 11%

Increase in Year-over-Year Sales



PROBLEM

Alorica 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 previous growth rates- but this year they wanted to do more.



SOLUTION

With LiveVox's integrated CRM, Voice and Performance Analytics solutions, Alorica was able to utilize their customer and workflow data to quickly implement and react to new campaign requirements, strategy pivots, and business performance insights. More importantly, LiveVox's unified Customer Engagement Platform helped ensure Alorica agents were speaking to the right customer prospects at the right time.



SUCCESS

Using LiveVox's unified solutions, Alorica deployed the custom energy program **+50% faster** than their traditional implementation time. With simplified access to the customer and workflow data, Alorica was able to drive business performance and increase Year-over-Year sales by 11%.

CLIENT BACKGROUND

Alorica is a leading BPO that raises the bar in providing excellent customer experiences. Named CCW's 2019 BPO of the Year, Alorica drives customer satisfaction through their people, tools and technologies to deliver seamless customer journeys and increased business performance.