


# BPO Drives Digital Engagement and Increases Revenue by ~50%\*

*“LiveVox’s Customer Engagement Platform with integrated email allowed us to easily evolve to more modern engagement strategies while minimizing compliance risk. With complete visibility and control across the customer journey -- and the ability to track email consent -- we are able to ensure we respect the customer’s channel preferences while leveraging customer behavior data to drive more pro-active and intelligent strategies across new channels. As a result we saw an increase of ~50%\* in year over year revenue.”*

— John Kelan, Director of Operational Strategies, Hunter Warfield



 **~50+\*%**  
Revenue



## PROBLEM

Hunter Warfield wanted to incorporate digital channels, including email and self-service payment portal, into their existing voice and letter campaigns. To do so, they needed to solve for a number of challenges including managing customer consent, maintaining visibility and control across all channels, and ensuring a unified customer experience.



## SOLUTION

LiveVox’s digital customer engagement platform enabled Hunter Warfield to easily incorporate customized emails that supplemented their letters, with direct links to their online payment portal. The emails not only tracked customer email consent, but also provided the BPO with full insight into customer behavior across digital channels. The BPO was able to leverage that data to make adjustments on their email campaigns, driving a more pro-active and customer-centric interaction with the BPO Across email, SMS, and Voice.



## SUCCESS

As a result, Hunter Warfield increased website traffic by **~24%**, grew year over year revenue by **~50%**, and created more pro-active engagement strategies across all channels while minimizing compliance risk.

**\* ~50% - represents year over year revenue growth within the channels of email and online payment**

## CLIENT BACKGROUND

Leading revenue recovery BPO contact center focused on leveraging innovative technology and industry expertise to optimize results for their partners. With multiple locations in Tampa, Arizona, and Guatemala, Hunter Warfield supports a number of industries spanning property, commercial, healthcare and more.