

How Hunter Warfield Used LiveVox to Drive Digital Engagement & Self Service Growth



+62%

increase in payment portal usage

+123.6%

increase in revenue secured (+136.2% increase via IVR)

+79.3%

increase in payers

-8%

decrease in Agent Not-Ready time

-12%

decrease in Update time

+7%

increase in Outbound to Agent call ratio



Use Case

More campaign rollouts with better access to data using a hybrid cloud / on-prem model



Industry

Business Process Outsourcing (BPO)



Solution

Transitioning to a fully remote model with reliance on digital engagement channels

Benefits at a glance:

- ✓ Drove digital and self-service growth with omnichannel communication.
- ✓ Met consumers on their channel of choice including Digital Contact Cards in SMS/MMS to optimize performance.
- ✓ Created unique email campaigns with settlement extensions and flexible payment options.
- ✓ Incorporated feedback from all levels to update agent scripts and adjust resolution opportunities to improve the consumer experience.
- ✓ Created unique skills-based routing to dedicated agents to assist with increased Inbound volume.

The Challenge

Hunter Warfield required a real-time, granular view of consumer data including all contact history and context from every engagement channel. They also needed a solution to deflect inbound call volume at a time when digital channels were critical. Hunter Warfield had 8+ years under their belt, running a successful seasonal program that assisted an energy company in achieving high growth rates, but this year they wanted to go big.

The Solution

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

Using LiveVox's unified platform, Hunter Warfield saw significant increases in agent productivity and revenue collection.

The Results

With simplified access to consumer and workflow data, Hunter Warfield was able to drive digital performance and increase consumer experience in one fell swoop:

They saw a 62.5% increase in consumers using their online payment portal and a 123.6% increase in revenue secured via that channel. Self-pay using LiveVox's IVR increased by 79.3% with a 136.2% increase in revenue secured. They also saw an 8% reduction in agent downtime, a 12% decrease in update time, and their outbound-to-agent call ratio improved 7%. Learn more about their success in this [on-demand webinar](#).

Hunter Warfield aims to provide consumers with excellent service and results. As the nation's most trusted revenue recovery partner, they help to rebuild their client's bottom line while providing superior service, outstanding management tools, and reliable reporting.