



Case Study: Consumer Services

EMPOWERED FOR GROWTH



Having acquired its one-millionth customer, this rapidly growing information security services company wanted to celebrate by giving all of its employees a weekend off at a resort.

But without a backup team of agents ready to handle customer calls, this did not seem to be possible.

A call for help

Based on the recommendation of a mutual connection, the company contacted the Humach Agents team to help find a solution to their problem. While normally Humach would have turned down this type of assignment, they recognized an opportunity for a partnership and agreed to help. They also knew their agents would exceed the company's expectations – and they did.

With only two weeks to prepare, the two teams worked together to ensure the Humach agents were well-trained. With its usual enthusiasm and can-do spirit, the Humach Agents team got up to speed quickly and covered the weekend effectively and flawlessly.

"We were impressed with the way they handled our customers and how well their culture aligned with ours," said the company vice president. "We decided at that point it would be a good idea to always have an offsite team available to field calls—especially from a disaster recovery standpoint."

That marked the beginning of this partnership, which is now in its 9th year.

From then to now

Humach initially supported the client's internal agents with a dedicated team and served as the company's only outsourcer for several years.

Ten years after its founding, the company now serves over 3 million customers. Over the course of this partnership, Humach has provided up to one third of the company's nearly one thousand agent workforce, which included the company's internal staff and several outsourcers.

"They were growing at a much faster pace than their internal staff could handle," said Kelly Uhlich, Humach vice president & general manager. "Our flexibility and expertise enabled them to get through the growing pains and quickly expand their business."

"Humach has been incredibly flexible and agile in accommodating our growth over the years, especially when we were first getting our business off the ground. They have been a true extension of our internal team and brand and have earned our complete trust."

Company Vice President

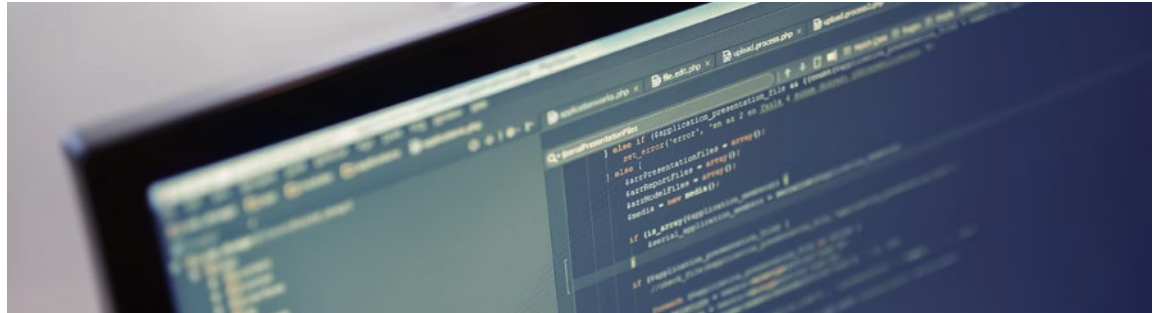
Our scorecard

Humach provides customer care, sales and retention services for this client. That also includes an upsell component, a skill for which Humach is well-known and highly regarded. Among all of this company's outsourcers, Humach is the highest performing in sales conversions. Over the past year, Humach has maintained a conversion rate 1.5% higher than all partners with overall agent conversions per day 44% higher. Humach achieves these high performance standards while still delivering on the customer experience, with net promoter scores consistently

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Kelly Uhlrich

Vice President and General Manager



exceeding project goals by an average of 2 points. This is not common for outsourcers, but is another area in which Humach Agents excel.

From a quality standpoint, Humach developed a set of their own internal measurements to ensure not only great service, but also compliance with requirements mandated for this client’s particular industry.

“Humach provides quality metrics for all of its clients – some are standardized, but most are customized to meet the specific needs of the customer and market,” said Humach Senior Program Manager Luis Del Toro.

Setting the standard

Having developed a successful sales scripting solution, Humach shared it with the client’s internal team and its other outsourcers. In addition, Humach measured and analyzed certain aspects of each call to improve agent performance, another best practice Humach shared across the total agent workforce.

“We see our role as brand stewards,” said Uhlrich. “To that end, we will do whatever we can to ensure service excellence—even if it means sharing best practices with competitors on the same account.”

Securing the environment

For a client involved in informational security, Humach was prescient of the need to maintain the highest levels of protection. In line with the company philosophy of bringing the future to the present, Humach achieved PCI level one compliance before any of the client’s other outsourcers, and even before the client itself.

As the cyber-environment changed, Humach changed with it, and now operates in accordance with PCI level one V4 standards, as well as the standards of SOC 1 & 2. Humach continues to raise the bar for themselves and their partners, and it is a testament to this fact that an informational security client was willing to trust Humach with the security of their information.

Catalyst for growth

“Humach has been incredibly flexible and agile in accommodating our growth over the years, especially when we were first getting our business off the ground,” said the company vice president. “They have been a true extension of our internal team, our brand and our culture. They have earned our complete trust.”

Throughout this partnership, Humach has continuously looked for opportunities to streamline operations, developing a solid body of best practices around processes, procedures and systems. More importantly, Humach continues to exceed expectations in providing expert customer care, leading to increases in sales conversions and revenue.

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