

SUCCESS STORY

Empowered for Growth With Full Compliance

INDUSTRY

Financial

LOCATION

North America

**Challenge**

Having acquired its one-millionth customer, this rapidly growing information security services company wanted to celebrate and give their employees a weekend resort vacation. But without a backup team of agents available to handle customer calls in their place, a company-wide, celebratory getaway seemed impossible.

Solution

Typically Humach passes on short-term programs. In this case we saw the opportunity for a long-term partnership. With total faith that our agents would exceed the client's expectations with white-glove customer support, we sensed that our agents would become something this client could no longer live without.

Impact

With only two weeks to prepare, the teams worked together to ensure Humach agents were well trained. With their usual enthusiasm and can-do spirit, Humach agents were up to speed quickly and covered the weekend flawlessly. From there, a single weekend grew into a lasting partnership encompassing years of service for the client.

Setting the Standard

Humach initially supplemented the client's internal agents with a dedicated team and served as the company's only outsourcer for several years. When growth necessitated adding additional outsourcers, Humach continued to perform highest in sales conversions and net promoter, creating the benchmark to beat for all other outsourcers.

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

As the client's business focused on information security, Humach understood the need to provide and maintain the highest levels of protection. Humach was able to achieve full PCI Level I ROC compliance in record time, aligning ourselves with the client's expectations for protection. As the cybersecurity environment continued to evolve, Humach evolved with it and now operates in accordance with PCI Level I V4 standards, as well as the standards of SOC 1 and 2. That an information security organization would trust us with sensitive information is a testament to how high Humach sets the bar for ourselves and our partners.

Increased Revenue, ROI, Engagement



1.5% higher conversion rate*



2 points higher net promoter score (NPS)*



PCI Compliant

Level I with a ROC, DSS v4.0

SSAE SOC Type 1 and 2

*As the client's best performing team in sales conversions, Humach maintains a conversion rate 1.5% higher than our peers. We also improved customer experience for the client, with net promoter scores consistently exceeding program goals by an average of 2 points—an uncommon accomplishment.

“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, our brand, and our culture. They have earned our complete trust.”

—Client Vice President

Straight From the Source

Humach is proud of the work we've done for this client, but don't just take our word for it. “We were impressed with the way Humach agents handled our customers and how well their culture aligned with ours,” said the company's Vice President. “We decided at that point it would be a good idea to always have an off-site team available to field calls—especially from a disaster-recovery standpoint.”



From Then to Now

Over the course of this partnership, Humach provided up to one third of the company's 1,000+ agent workforce, which includes their internal team and other outsourcers. "They were growing at a much faster pace than their internal staff could handle," began Kelly Uhlrich, Humach's Chief Operations Officer, "and our flexibility and expertise helped them get through their growing pains and expand their business quickly." After a decade of cooperation, growth, and hard work, Humach remains a trusted partner to a company that now serves over 3 million customers.



"We have a very consultative relationship with our client. We see ourselves as a partner in their success. And behind that success are our people—I'll put them up against anyone."

—Kelly Uhlrich, Humach COO

A Catalyst For Growth

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Throughout this partnership, Humach has continuously looked for opportunities to streamline operation, 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. "We have a very consultative relationship with our client. We see ourselves as a partner in their success," said Uhlrich. "And behind that success are our people. I'll put them up against anyone."

Humach is a purpose-driven customer experience solutions provider that empowers companies to continuously improve the customer experience. Humach combines the strength of both humans and machines to simplify, streamline, and maximize the effort of both your customers and your teams.

