

Leading Theme Park & Entertainment Company Delivers Huge ROI with Humach Live Agents



INDUSTRY

Entertainment

LOCATION

North America

Challenge

The client had an opportunity to improve agent performance, drive more upsell revenue on their calls, and achieve a stronger ROI.

Solution

As a trusted partner, we implemented our White Glove service with Humach Live Agents on a 60-day pilot, with a detailed focus on KPI improvements, while maintaining quality.

Impact

Overall, we achieved a 300% ROI. We delivered a 100% increase in conversions (upsells), 60% more revenue per hour, a 20% increase in average transaction (sale) size, and a 15% increase in agent occupancy.

A White Glove Service Experience

Our client's call center operation was focused on selling various packages for its theme park. They had a lot of opportunities to upsell a basic package with revenue-generating add-on packages. The advent of the pandemic forced the client to close its in-house call center operations and set up a remote offshore BPO operation. As the client was already successfully leveraging Humach on the technology side of the business with a CCaaS solution, we approached them with a proposal to augment their current provider with our white glove live agent service, confident that we could drive more revenue, improve performance, and deliver a better ROI. As their trusted partner, the client accepted the proposal.

Humach set up a 60-day pilot to prove that we could drive more revenue and a higher ROI. We carved out a subset of their revenue-producing calls to prove our case, and set our highly skilled agents to work.

A key Humach advantage is our performance management philosophy, approach, and process that helps our agents identify where they can improve and exactly how to do it. Then we monitor and follow-up with praise or additional coaching so that they can master the skill or behavior that's needed for them to achieve success. This superior agent training, combined with the ability to apply the knowledge of similar sales use cases resulted in faster agent training and onboarding and higher quality interactions. Humach trained agents were taking calls by the end of the second week of training.

The Humach team addressed an issue with long queues with a performance-driven approach as well, zeroing in on hold time, after call work, and average talk time. In addition, Humach focused on improving agent occupancy, which in turn improved agent performance.

Quality Staffing Pays Off

The combination of highly trained agents and focus on KPI improvements resulted in a white glove service experience that enabled Humach to not only meet but exceed the client's sales goals. Upsell conversions increased 100%, revenue per hour increased 60%, average transaction (sale) size increased 20%, and agent occupancy increased 15%. In fact, after just two weeks of training, Humach live agents were well exceeding conversion rates of the incumbent service provider, who had been at it for over a year. In addition, these improvements were gained despite the fact that Humach agents were only selling the basic packages, not the higher value corporate vacation packages.

Another area where Humach excelled was quality. Because the incumbent vendor was unable to meet QA goals, none of their agents were getting financial incentives and they were demotivated. As a result, the client was forced to continually lower the quality goals. Humach on the other hand maintained the original quality expectations while achieving all of our performance improvements.

With these improvements Humach was able to deliver a 300% ROI. Based on our performance in the first 60 days, Humach won an extension to the business.

300% ROI



"I am so happy I had the opportunity to work with each of you. You are all amazing and it was such a pleasure to work with a group of people that are so talented in this business, dedicated to putting your best foot forward, enthusiastic, and passionate about our organization, and, well....just plain awesome."

-Supervisor Corporate Quality Assurance & Communications

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.

