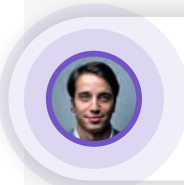# Humach

SUCCESS STORY

Fighting Uncertainty With Urgency While Mitigating Risk

The COVID-19 pandemic forced businesses around the globe to close unexpectedly. Call volume was at an all-time high and agent capacity had never been lower.

Amidst the uncertainty, Humach worked quickly to adapt support models for maximum efficiency and continuity.
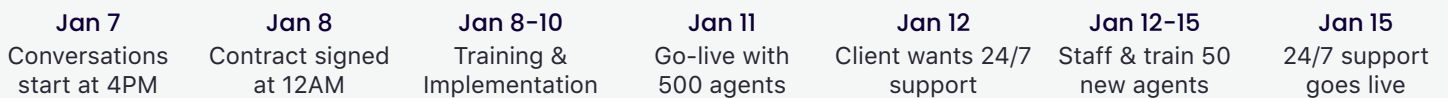
PROGRAM ONE

500 Agents 72hrs **100%**

Program Launch 72hrs **100%**

Services:

- Live Agents
- Full Support Staff
- Operations Management
- Omnichannel Platform & Cloud Migration
- Script Development & Full Upfront IVR
- Curriculum & Training Development
- External & Internal Recruiting

| Jan 7	Jan 8	Jan 8-10	Jan 11	Jan 12	Jan 12-15	Jan 15
Conversations start at 4PM	Contract signed at 12AM	Training & Implementation	Go-live with 500 agents	Client wants 24/7 support	Staff & train 50 new agents	24/7 support goes live

The value of agile support and real-time solutions

This organization needed a quickly adaptable IVR solution, live agent support, and an omnichannel contact center platform to go-live in one weekend with 500 agents. Thanks to Humach's unique Humach-at-Home model, they have a vast network of remote contact center agents using deeply integrated cloud-based platforms, that empower them to provide a better, faster, more simple experience to more people.

With their rich history of top-tier program management teams and remote, cloud-based platforms, Humach can also train agents in record time without burdening the organizations already inundated internal staff. Humach was able to start the program with 500 remote agents and implement a full, upfront IVR in less than 72 hours, and improve SLAs by 22%+.

Humach's Vice President of Program Management, Charlotte Fauser says, "It was a mad house those first three days, but that's why we have a 13-year average client tenure. That's why clients choose us and that's why they stay with us - for our unparalleled commitment to providing exceptional customer support and our relentless dedication to their goals. A crazy 72 hours is nothing."

PROGRAM TWO
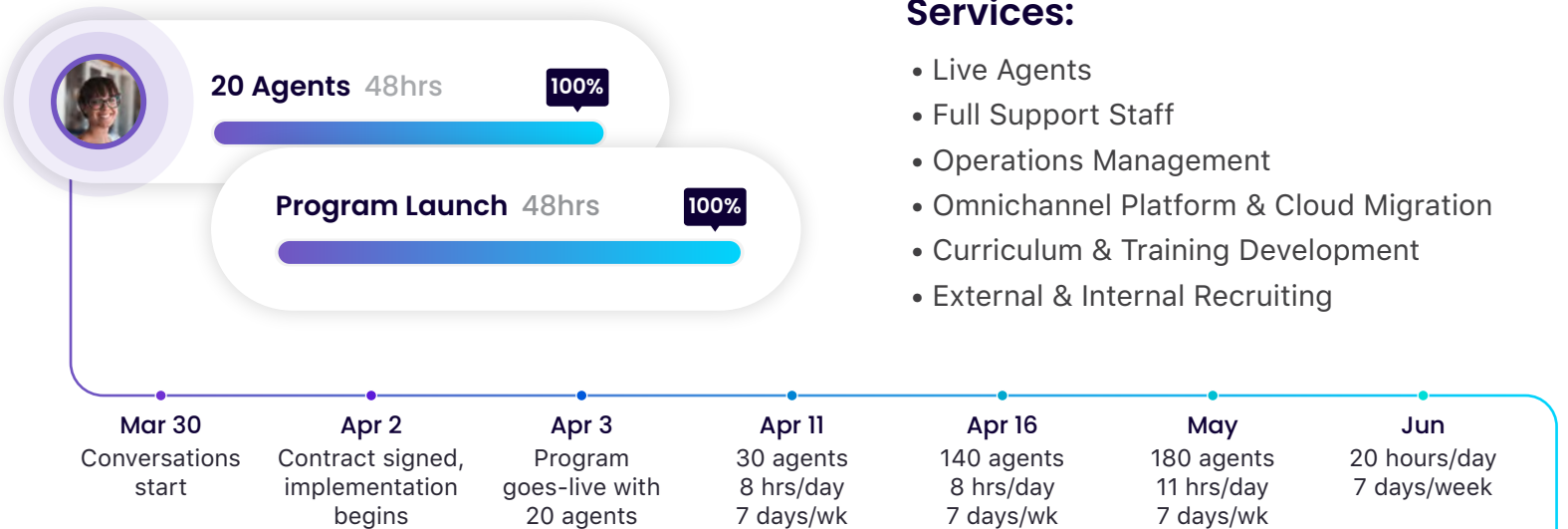
20 Agents 48hrs **100%**

Program Launch 48hrs **100%**

Services:

- Live Agents
- Full Support Staff
- Operations Management
- Omnichannel Platform & Cloud Migration
- Curriculum & Training Development
- External & Internal Recruiting

Mar 30	Apr 2	Apr 3	Apr 11	Apr 16	May	Jun
Conversations start	Contract signed, implementation begins	Program goes-live with 20 agents	30 agents 8 hrs/day 7 days/wk	140 agents 8 hrs/day 7 days/wk	180 agents 11 hrs/day 7 days/wk	20 hours/day 7 days/week

With great flexibility comes great proactivity

This organization chose Humach to augment their existing contact center solutions provider to create a more flexible, cloud-based contact center strategy with additional live agents and an omnichannel contact center platform that could scale and adapt to any circumstance.

Humach's unique, data-driven approach to customer experience is what makes them so valuable to this client. Charlotte Fauser, Vice President of Program Management at Humach

said, "We knew they needed two things: a wide talent pool of agents who were subject matter experts in a variety of specific topics, and a team of advisors who could mine call information, look for trends, and share insights. By doing this, we've been able to proactively enhance support for their entire organization."

Humach also partners with a wide variety of top-rated contact center platforms and tools, and tailors each solution to maximize agent

performance and keep their clients informed. Jennifer Lundberg, Humach's Director of Technology Enablement explained why this is important, "Out-of-the-box solutions lack important integrations to external databases and resource libraries that agents need to do their job effectively. To maximize agent productivity and minimize costly add-ons for our clients, we customize the platform to meet their individual needs."

By implementing and customizing a cloud-based omnichannel platform, easy access to call recordings, custom reports and contact center KPIs gives the client a clear view to access the performance of the program. "We actively track 17 different call types and constantly monitor data for trends. By spotting new trends early, we can make them aware of potential issues which allows them to make more proactive, data-driven decisions when developing an appropriate response strategy", Lundberg says.

Humach supplemented their current contact center provider to handle almost double the volume due to COVID-19 provided this organization with fast and reliable support, a continuity plan, and proactive strategy that scales and adapts to meet their needs in any circumstance.

PROGRAM THREE

Program Launch 5 days   **100%**

350 Agents 60 days   **100%**

Services:

- Live Agents
- Full Support Staff
- Operations Management
- Omnichannel Platform & Cloud Migration
- Curriculum & Training Development
- External & Internal Recruiting

Oct 1	Oct 2 – 5	Oct 6	Oct 7 – Dec 7	2021
Program inception	Implementation, Hiring & Training	Go-live for one call type	350 new agents, 10 new call types, full support team, updated training curriculum, IVR & telephony	Scaled up to 500+ agents

No need is "too complex"

Thanks to Humach's unique Humach-at-Home remote contact center model and a wide network of live agents, this program was fully scoped, planned, and launched in under a week – less than a third of the time it typically took the client to train one agent.

Due to the diverse demographics the organization supports, properly trained, bilingual agents were a huge priority. Humach was able to recruit, hire, and train both English and Spanish speaking agents on 11 different call types, in less than 60 days. Charlotte Fauser, Humach's Vice President of Program Management says, "This program was uniquely specific because agents needed high-level credentials, authorizations, and a clear understanding of standardized processes and procedures - not the most exciting stuff. However, with our expertise in developing custom training curriculum and a variety of different dynamic learning methods, we're able to keep agents engaged and train them properly and quickly."

With Humach, the client was able to go-live with 50 agents on day one, scale up to 180 agents in less

than 30 days, and 350 in two months – current numbers have grown past 500. The organization now has custom training curriculum, real-time reporting, a QA application, and experienced management staff that can scale and adapt quickly.

The value of true partnership

At Humach, your success is our success and when it comes to uncertainty - we're the experts of urgent innovation. Since 1988, we've provided businesses with the support and solutions they need to turn their obstacles into opportunities.

As a single-source CX provider we tailor our people, processes, and technology to create simpler, more satisfying, endlessly scalable, and cost-efficient customer experiences from end-to-end. This includes moving quickly, staffing wisely, adapting precisely, and innovating constantly to lead the revolution toward a better, more proactive, customer-centric future.

:::: Humach