



ProFlowers® | CASE STUDY

“West at Home is a key strategic partner of ours and has become an extension of our internal call center. This relationship has turned me from a skeptic to a believer in the home-based agent model.”

JC Boissy
Senior Manager Outsourcing
ProFlowers
Provide Commerce

THE OBJECTIVE :

Increase Staffing Flexibility for Holiday Spikes, While Maintaining High Quality Levels

ProFlowers, one of the nation's leading online providers of flowers and gifts, receives over two million phone and email contacts each year and that number has been steadily growing by over 20%. Approximately 50% of all customer contacts are received during major holidays including, Christmas, Mother's Day and Valentine's Day.

These huge, short-interval volume spikes were overwhelming ProFlowers' internal call center, resulting in service issues and missed revenue opportunities. The company did not want to add another internal call center that would be active for roughly six weeks out of the year. What ProFlowers needed was to outsource their seasonal call volume to a partner who could quickly ramp up to meet the increased demand without sacrificing quality and service.

ProFlowers turned to West at Home, based on West's proven ability to ramp up and down quickly to handle high call spike demands and to provide their customers with high quality service.

THE WEST AT HOME SOLUTION :

Rapid Staffing Flexibility with Higher Quality Service

The West at Home team worked closely with ProFlowers to develop a customized training program that gave their home-based agents the knowledge necessary to handle a wide range of customer requests, including; order placement, upsells, account management and customer service inquiries. Training was done remotely through the use of West at Home's comprehensive computer-based training methods which allowed the majority of agents to complete the training in fewer hours bringing ProFlowers' new program online more quickly.

All scheduling of agents is handled through Spectrum®, West's web-based workforce management system. Schedules are created in half-hour increments to ensure that ProFlowers has adequate staffing to properly manage all incoming call volume. At the same time, the flexible scheduling helps agents balance their life/work schedule which creates a more satisfied agent and less agent turnover. When new schedules are posted, communication is immediately sent out to the home agents through various channels to ensure that the need is met.





ProFlowers

CASE STUDY

Currently, West at Home has over 1,200 trained agents to handle ProFlowers' steady-state volume. During the holiday seasons, West can average over 200 simultaneous agents handling ProFlowers' incoming calls. Due to the nature of the company's call patterns, staffing can often fluctuate from 8 agents to over 200, down to 50 agents and back up again to 200 in a very short period of time.

THE RESULTS : Greater Flexibility with Better Quality, Reliability and Value

West at Home's flexible staffing and highly skilled home-based agents, have helped ProFlowers provide a higher level of care and reliability to their customers. West at Home's agents have delivered quality scores that are on average 10 points higher than most of their other outsourced vendors. At the same time, West at Home has consistently hit service level objectives and has averaged over 95% in staffing reliability, which is substantially higher than any other ProFlowers vendor.

Because West at Home can ramp up and down quickly to meet fluctuating call demand, ProFlowers has been able to answer more calls and capture more revenue than previously possible. This flexibility along with West at Home's highly qualified agents, has helped ProFlowers achieve a double digit increase in sales compared to the previous year's results. This increase in sales combined with a reduced cost per call helps provide a significant return on investment for ProFlowers.

Not only has West at Home helped ProFlowers better manage their peak season call volume, but also the unexpected events that can happen throughout a year. In the fall of 2007, during one of the most devastating firestorms to ever hit Southern California, West at Home's management team was notified that ProFlowers' internal call center had to be evacuated and shut down. Within two hours of the initial contact, West at Home was able to increase staffing by 169%, allowing ProFlowers to reroute 100% of the company's call volume. West at Home was able to maintain the increased staffing levels for over five days, handling a 127% increase in call volume without effecting service levels.

West at Home's exceptional staffing flexibility, higher quality agents and improved reliability has helped ProFlowers provide a superior level of care and service to their customers.

WEST AT HOME : A Premier Provider of Home-based Contact Solutions

West at Home is one of the nation's leading providers of home-based customer contact solutions. West at Home helps Fortune 1000 companies deliver unparalleled results through a combination of higher quality, better educated agents and a highly scalable, state-of-the-art infrastructure. West at Home features multi-layered security protection and employs the industry's most comprehensive agent training, management and monitoring processes. This helps companies protect their customer data, achieve a higher level of quality service, improve staffing flexibility and realize a greater return on their investment.

West at Home, is a subsidiary of West Corporation, the nation's leading provider of outsourced communication solutions.



For more information contact us at:

800-841-9000

or visit us at westathome.com