

# GOING THE DISTANCE

*Filling heavy periodic travel cycles and year-round peak demand*

## CHALLENGE: *Handle Demand—without CAPEX*

- Ensure quality service during periods of increased call volume.
- Avoid expense of recruiting and paying additional full-time hires.
- Complement staff with on-demand specialists for seasonal needs.
- Find agents who deliver same expertise and service as employees.
- Maintain or improve sales success rate and average order value.

## SOLUTION: *Provided Flexible Support for Less*

- Saved major expense of hiring and officing additional staff.
- Consolidated multiple outsourcing efforts under Working Solutions.
- Developed a strategic plan to scale up for cyclical fluctuations.
- Prepared educated travel experts to ensure consistent service.
- Devised pay structure to generate increased revenue per hour.

15

Coverage in minute increments

300

Agents added by client

## RESULTS: *Increased Sales at Reduced Cost*

- Improved call-to-agent ratio, scaling coverage to 15-minute increments.
- Captured additional peak hour sales previously lost to long hold times.
- Provided high levels of quality service, on par with longtime staff.
- Increased scheduling flexibility and revenue at a lower cost than in-house.
- Impressed by value received, client upped specialists to several hundred.

*"Working Solutions augmented staff and matched quality levels at a great value. They are a perfect solution to our overflow needs."*

-Lead Executive

## ENSURING QUALITY SERVICE DURING PEAKS

*Leading travel company becomes a believer after benefitting from on-demand agents.*



### Consolidating work

With more than 70,000 properties worldwide, the client needed a way to handle increased seasonal and year-round peak volume—without adding overhead. After working with a number of providers, the client turned to us to consolidate its operations.



### Testing the waters

The client was unsure of the home-based model. So, Working Solutions customized a six-month trial solution. Specialists prepared with role-playing that prompted them to ask for the sale and cross-sell on every call. They were rewarded for consistently using these techniques.



### Solution pays off

Agents generated hourly revenue on par with in-house specialists. They also provided superior service, captured more peak-hour sales and improved call-to-agent ratio through flexible scaling—all at a lower cost than possible internally.



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