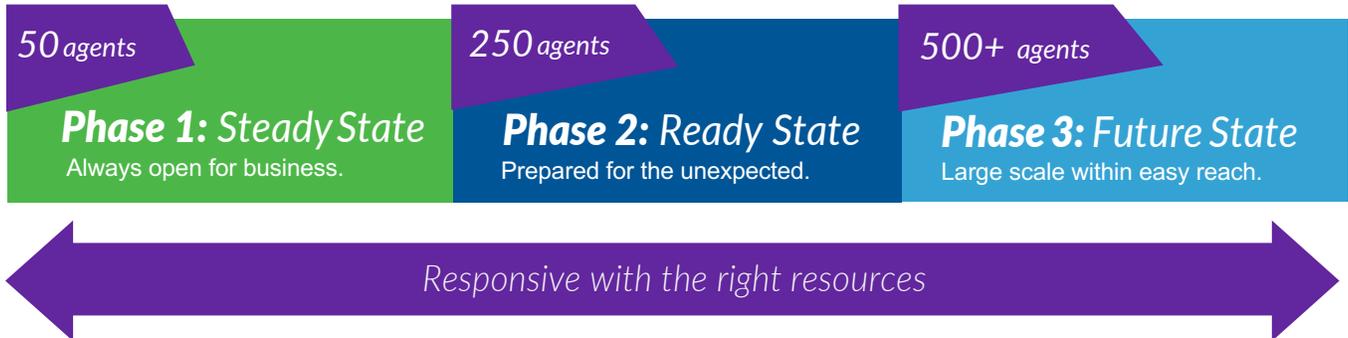


ENSURING CONTINUOUS BUSINESS OPERATIONS

A White Paper by Working Solutions



It's not the numbers so much. They always change. Rather, it's being able to align them with ever-shifting business needs to deliver on-demand services. Ensuring continuous customer sales and service operations—be they steady-state, fast-flex or long-range—requires forethought. At Working Solutions, we partner with forward-thinking clients that anticipate, prepare and perform for the here and now—and what's to come—to keep continuity constant.

MOVING WITH THE BUSINESS

From Steady-State to Fast-Flex to Long-Range Service

By definition, business continuity needs to be constant.

Challenges, however, make for change: Demand shifts. Volumes fluctuate. Stuff happens.

To stay on top, a business needs capabilities to go from steady state to ready state to future state—and then back again or anywhere in between. And while circumstances vary, forward-thinking organizations ride them out with predictive planning and responsive resources.

That's what we provide at Working Solutions, complementing client operations and serving their customers with appropriate levels of service.

Serving Customers Well— No Matter What

"We have watched your teams handle millions of customer calls. We have seen you survive ash clouds, snowstorms, floods and hurricanes and have done all this reliably, professionally and with one committed focus and goal—doing the absolute best for the American Express Travel customer."

-American Express

Steady State:

For instance, 45 agents might be needed for normal operations. We can recruit, onboard and schedule them from across the U.S.—with the exact customer skills.

This service level might be sufficient for companies that don't have peaks and valleys in work volumes.

For steady state, agents are:

- Screened with backgrounds checked, skillsets aligned by industries and clients.
- Educated professionals, with more than 80% having college education; 60% with management experience.
- Experienced in customer care, averaging 11 years in service, five years in sales.

Ready State:

This level of service could call for 250 agents, triggered by seasonal spikes in business or unexpected events, such as pending storms or weather-related shutdowns.

It includes all of the steady-state business requirements, plus agents on call, ready at a moment's notice.

For ready state, agents are:

- Well educated in your programs/ requirements, ensuring no service gaps.
- Within easy reach to ramp up for increased volume and waiting customers.
- Paid as you need them—talent on tap at the highest levels of service.

Future State:

Working with growth businesses requires agility and flexibility in our staffing model—with sometimes with up to 500+ agents in reserve.

Because of high demands, agents are pre-identified and screened. Skillsets are earmarked for client current and future needs. All there on standby.

For future state, agents are:

- Available to be brought in from anywhere across the U.S. and Canada.
- Perfectly matched to meet a client's specific demands.
- Identified at no cost to clients and ready to scale up.

Historic Storms. All-out Customer Service.

No matter what the weather, Working Solutions has a long history of taking care of clients and their customers. From Hurricane Katrina to Winter Storm Nemo to the recent Hurricane Harvey. Our business continuity agents step in and step up service. Here is an example from Katrina.

Challenge

Mobilize and extend team of travel experts—helping aid **100,000s of lives**.

Solution

Deployed trained emergency relief agents in **72 hours**—in record time.

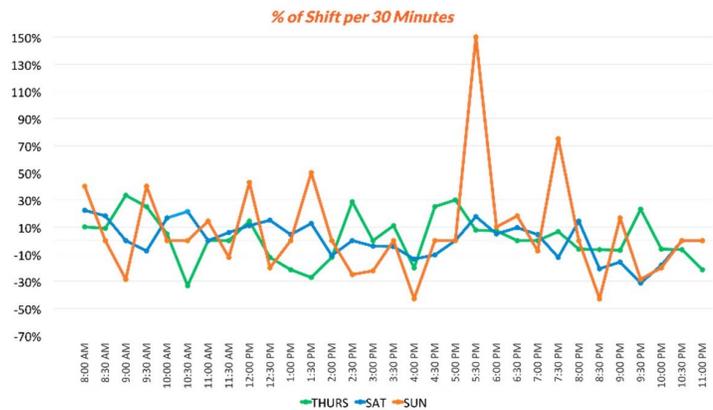
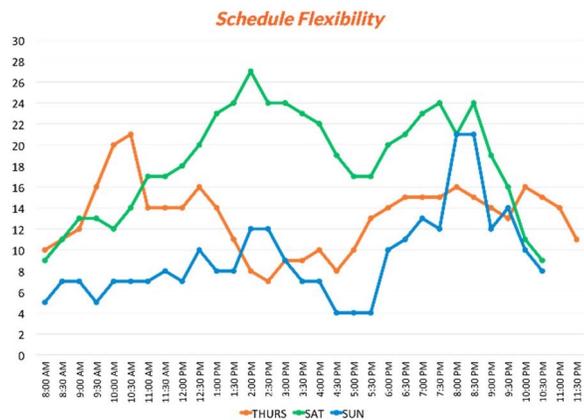
Results

Reduced preparation time **37%**—prequalifying agents with right skills.

SERVING CURRENT NEEDS AND FUTURE DEMANDS

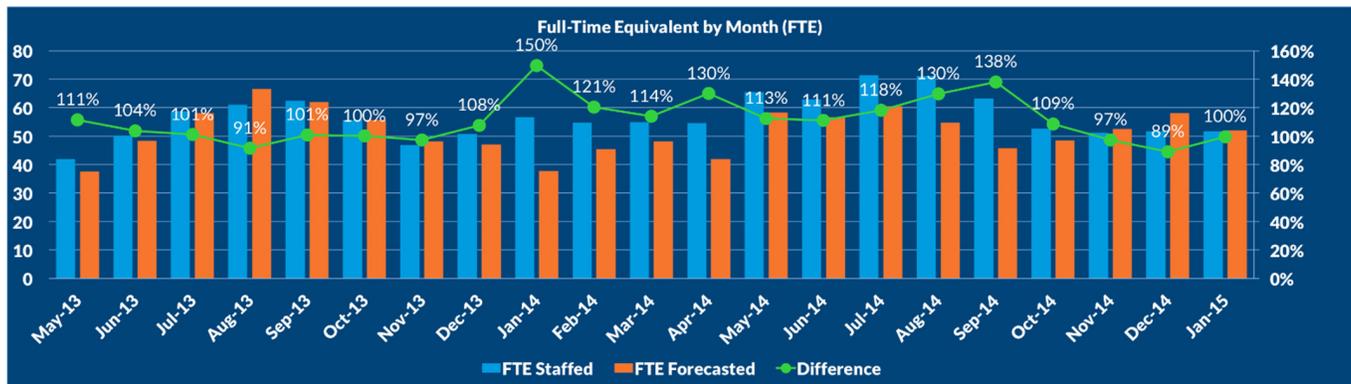
"It's only rock 'n' roll"—but we like it

For a major event company, customer demands fluctuate by the day of week and time of day. No matter the event, the client can never afford to miss a beat. Time and tickets are money. So operations must run steady and smooth for the show to go on—or be rescheduled later, if necessary.



"Shop till you drop"—not likely with us

Retail is a be-ready business. Consumer expectations rise. Demands increase. Best have all the right resources in place to anticipate and respond. This chart shows the difference between forecast full-time equivalents (FTEs)—as seen in orange, and the staffing actually needed (blue)—to ensure steady service and no lost business. The green line tracks the percentages of staffing required to handle fluctuating volumes—high and low.



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