



CASE STUDY

“West is a big part of us having achieved all-time high service levels, along with a significantly improved cost structure. We also leveraged the West home agent network more in 2006 than in any of the previous three years that we have been partnered with West.”

Rob Solomon
- Senior Vice President
of Customer Care
HSN

THE OBJECTIVE :

Reduce Operating Costs and Improve Service Levels

HSN, one of the world's largest multi-channel retailers, was searching for an outsourced customer contact provider that could help them process sales and inquiry calls for products featured during their network programs. HSN's executives determined that an outsourced contact provider was critical to maintaining optimum service levels during periods of high-volume from seasonal activity or special programming.

The network wanted to identify a company that could provide a cost-effective and flexible contact solution that would allow them to scale up or down quickly with highly qualified agents. In addition, the provider had to have the program operational within 6 weeks in order to handle an expected increase in call volume. After analyzing various options, HSN chose West Corporation as their partner, based upon West's responsiveness and experience in managing cost-effective, high-volume and volatile inbound call campaigns.

THE WEST SOLUTION :

A Highly Flexible Solution Utilizing Home-based Agents

West's experienced staff worked closely with HSN executives to develop a blended solution of home agents and call center agents. West's home agent solution, West at Home, provides companies with access to thousands of better educated, higher quality individuals located in homes throughout the United States. Because these agents work from their homes, West is able to deliver an increased level of scheduling flexibility that cannot be duplicated in a traditional call center environment.

During peak calling periods, HSN's overflow call volume was directed to a state-of-the-art Virtual Automated Call Distribution platform which enabled West to quickly and intelligently route callers to the best available agent, regardless of location. West is currently averaging over 1,900 trained home-based agents with an average of over 190 simultaneous agents, during staffed hours, handling the company's sales calls.

A web-based remote training program was developed to give home-based agents the skill sets necessary to provide HSN's customers with an exceptional level of customer service. Through this customized training program, West agents were able to quickly learn and retain more information on HSN's product offerings and processes than with traditional training methods.





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West's workforce management system, Spectrum™, allowed us to quickly schedule the appropriate levels of agent coverage based on half-hour segments, seven days a week. This ability to generate highly flexible schedules was crucial to HSN being able to better handle the extreme volatility in call volume from day-to-day and week-to-week.

To ensure the highest quality of service to HSN's customers, West employed web-based monitoring and communication tools that allowed us to record 100% of all calls. HSN management was able to replay these calls within minutes of call completion to verify accuracy and adherence to quality standards. In addition, West utilized Team Leaders to ensure that HSN's call processing standards were met.

THE RESULTS: Exceptional Scheduling Flexibility and Unmatched Service

West's comprehensive contact solution gave HSN the ability to easily handle the demands of seasonal or situational call volume. West's exceptional staffing and scheduling flexibility enabled the company to make staffing changes quicker and easier than previously possible. In one instance, West was able to ramp up within a matter of hours, from a state of "zero need" to more than 500 agents, due to a greater than forecasted call volume.

By utilizing the West at Home solution, HSN was able to access an expanded labor pool of highly educated and motivated personnel that provided a level of professionalism and order conversion that is consistent with their in-house call center agents. In fact, West has consistently met or exceeded HSN's goals for total call volume handling and up-sell conversions.

With HSN's greatest need for agents occurring during non-traditional hours, along with their extreme swings in sales and service volume, West at Home's flexibility and higher quality agents have been instrumental in helping HSN achieve superior service levels and improved cost savings.

WEST CORPORATION: A Premier Provider of Contact Solutions

West Corporation is a leading provider of outsourced communication solutions to many of the world's largest companies, organizations and government agencies. We help our clients communicate effectively, maximize the value of their customer relationships and drive greater profitability from every interaction. Our integrated suite of customized solutions includes customer acquisition, customer care, automated voice services, emergency communications, conferencing and accounts receivable management services. These solutions combined with our experienced personnel, cutting-edge technology and advanced systems make it possible for us to help companies become more successful in business.



For more information contact us at:

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or visit us at west.com