

# High consequence workforce management

EVERISE  
PRODUCT EXPERIENCE



## CASE STUDY: Cross-training to ensure effective crisis response.

### GEOS

- Manila, Philippines
- USA, Home-based

### PARTNER SINCE

2014

### SERVICES

- T1 and T2 remote video monitor and cordless phone support
- Executive escalations
- Order management
- Inbound sales support

### FTEs

50-100

### CHANNELS

- Voice
- Email

### LESSONS LEARNED

As mobile telephony supplants landline market share, remote video monitoring technologies -- particularly baby monitors -- have become an increasingly important client product offering.

Everise PX is honored to be the client's sole provider of T1 and T2 hardware and app support for this line of business and takes very seriously the responsibility of handling support for a product that plays such an important part in the lives of its users.



### CLIENT

VTech: global leader in cordless phones and remote video monitoring products



### BACKGROUND

Parents and caregivers of infants have an understandably intense relationship with their remote video monitors, and when buggy app updates break the connection, they demand urgent troubleshooting help with very low tolerance for long hold times.

Failing to respond quickly to these support requests can have a substantial negative impact on brand reputation.



### CHALLENGE

Everise PX sought to devise a method of managing workforce resources such that sudden surges in post video monitor app update support requests could be efficiently dealt with even when these cannot be reliably predicted.



### STRATEGY

A subset of email agents tasked with cordless handset support were cross-trained on video monitor support and placed in on-call status in anticipation of app update roll-outs. These agents could be quickly assigned to surging queues as needed.



### OUTCOME

A typical call abandon rate is sub 3.0%. Broken app updates often see inbound call volumes instantly double, causing abandon rates to quickly jump to an unacceptable 9.0% and higher.

With the implementation of cross-training and creative resource allocation, abandon rates are reliably brought back down to 3.0% within four hours, despite volume remaining elevated until the app can be patched.

