

Case Study

A Local Team...

# A World-Class Outcome

Redefining CX While Reeling in Costs

## What We Faced

A major multi-state, regulated power utility in the Southeast was concerned that it was growing faster than its local workforce could support. Seeking a long-term solution, the client entrusted Alorica to manage all customer service operations.

We had one mission: to rebadge existing employees and expand the business, all while driving digital adoption and helping the client reduce their long-term operational costs.

## What We Did

To accommodate business continuity and anticipated seasonal call volumes, we quickly rebadged their existing agents and added additional agents from an Alorica site, reaching agent speed to proficiency in just 60 days, a full month less than projected.

To strengthen and support our partnership with the client even more, we solved for a separate challenge their business faced using a dedicated core offshore team to help drive digital adoption. The team was 100% devoted to the client, as Alorica managed the centralized business across the client's partners and in-house operations.

## Results

In the first two months, we successfully rebadged all of the client's agents. Our creative solutioning and successful rebadging and expansion gave the client the world-class, industry-leading, broad-based bench strength they needed to meet their evolving needs and objectives. Our HR and recruitment teams assessed top performers, updated job profiles, and identified additional resources necessary to properly support customer support and financial care—which effectively **doubled their staff** within eight months.

The client was so impressed, they asked us to share our best practices across their partner ecosystem—and not just because **we ranked 10 points higher than their other partners** in a comprehensive market intelligence survey. Our partnership with the client also helped reel in a Gold Stevie Award, awarded in part due to our rebadging efforts.



Grew rebadged staff by  
**241%**



Agents reached  
speed-to-proficiency  
**33% faster**  
than projected



Assembled a  
**100% dedicated**  
command center team to drive  
digital adoption



Ranked  
**10 points higher**  
than other partners in a comprehensive  
market intelligence survey

Real-World Results