



TURNING IT ON WHILE OFFSHORE

A Speed to Proficiency Case

KEEPING THE CLIENT'S INTERESTS CLOSE TO HOME—EVEN FROM AN OCEAN AWAY.

American Home Shield (AHS)—one of the largest home warranty companies in the US and a long-standing client—offered us an opportunity to pitch for a new line of business that was ramping quickly. Thanks to the outstanding relationship we enjoyed with them over the years—and because of our expertise, capabilities and experience—AHS trusted our ability to quickly and successfully launch their program in the Philippines.

THE CHALLENGE

- Ramp the program—including recruiting, training and bringing agents up to speed—in six weeks
- Client was unfamiliar and inexperienced with near-shore and off-shore solutions

THE OUTCOME

- Completed an **on-time launch**
- Established a retention rate of **98.3%**
- Lowered Average Handle Time (AHT) by **25%**
- Achieved Quality Assurance (QA) Scores of **90%**

“Alorica has been providing on-shore services to us for a significant amount of time. The decision was recently made to explore using a BPO provider offshore in the Philippines. The Alorica team effectively worked through multiple obstacles, and the fact that they were able to beat the already aggressive timeline is something that the project team should be very proud of.”

– Fred Spano, Strategic Sourcing & Category Manager, American Home Shield



THE CHALLENGE

Six Weeks to Get it Done.

Ramping the program—including recruiting, training and bringing agents up to speed—in less than two months left little room for error. Compounding the situation was a relative lack of experience with near- and-offshore solutions on the part of the client.

There were AHT scores to lower. There were QA scores to raise. And there were KPIs to be met.

It was time to get goin’.

THE SOLUTION

An Off-Shore Approach.

In order to meet client KPIs and program expectations, our cross-functional teams worked tirelessly to get everything up and running in just six short weeks. The facility needed to be prepped. The network needed to be configured. And our agents needed to be recruited and trained. It took ongoing remote and face-to-face collaboration, heavy reliance on our US- and Philippines-based trainers and robust technology to get our recruits prepared to handle their roles.

We didn’t leave anything to chance—and thanks to our performance-inspiring culture—we didn’t have to.

THE OUTCOME

Expanded Operations Across the Board (and Globe!)

We started with 100 seats for the program and have since tripled our business in the Philippines (all while retaining the business we do with AHS domestically). This was all made possible by our ability to incorporate gold-standard training processes and leading-edge technology, allowing us to recruit the right people for the job and transform them into a team of fully-capable and empowered agents.

Our overwhelming success led us to attain Quality Assurance scores of 90% and bringing agents to a proficient performance level quickly yielded a 25% decrease in Average Handle Time (AHT) within the first 30 days.

It’s a source of pride knowing that we can deliver for our clients and expand their business—whether next door, or thousands of miles away.



Retention Rate increased to

98.3%



First Group QA Scores Were 90%

(exceeding the goal of 85%)



In the first 30 days, we

Lowered AHT 25%