ALVARIA®

Allied Global

Allied Global Significantly Increases Sales Per Hour with Game Mechanics

The Organization

Spanning five countries, Allied Global is considered one of the Top Business Process Outsourcing companies in the Americas. Allied Global has been the preferred contact center and BPO partner of Fortune 500 companies and startups, helping them increase revenue and reduce costs while delivering a positive customer experience.

Motivation for Change

Push, Push, Push! Push productivity, push more sales, push more payments, push Human Resources to get more bodies in training classes. Call centers are always pushing to achieve their objectives. What if agents were pulling organizations toward their objectives instead of having to be pushed all the time? This case study will highlight just that and how using Alvaria Motivate™ provided motivational fuel for agents to be part of the "success" for Allied Global to achieve organizational goals.

> "*While always looking to innovate and achieve continuous improvement in its day to day operations, Allied Global was searching for a solution that could engage all levels of its personnel in having fun while pursuing their performance goals. Alvaria Motivate provided this and much more.*"
>
> – Renato Mota, Business Unit Manager, Allied Global BPO
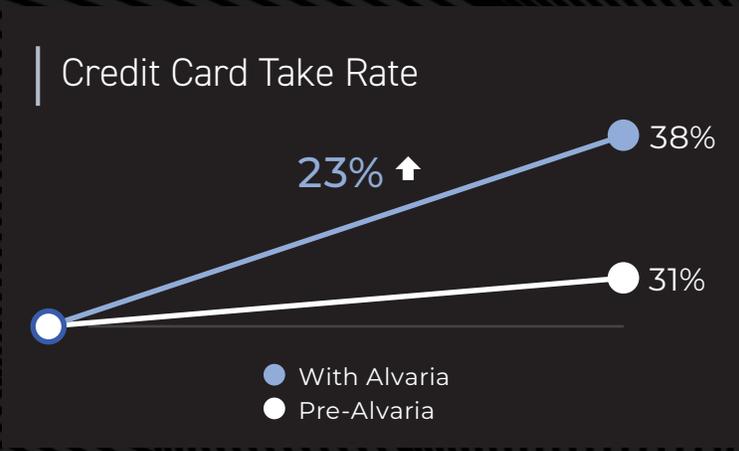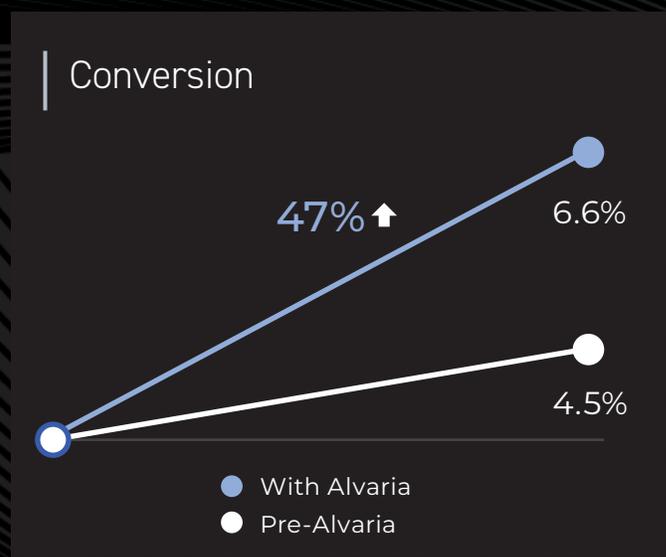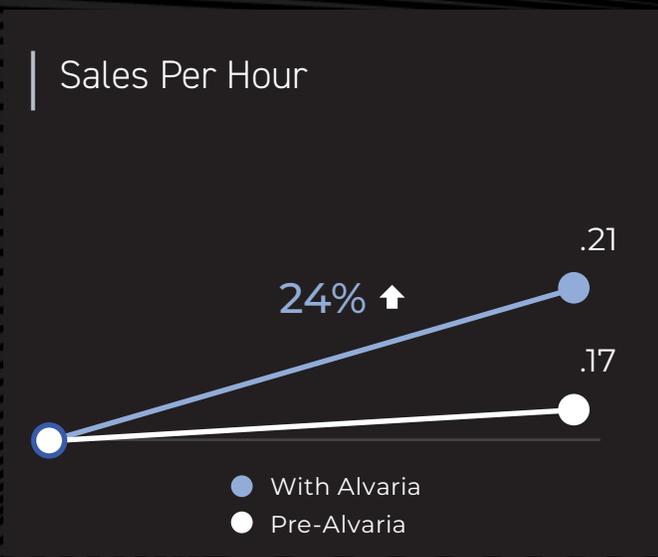
Why Alvaria Motivate™

Allied Global BPO launched Alvaria Motivate in their near shore call center location. The "challenge" they asked of Alvaria was to provide an engaging technology experience that was enjoyable and easy to use for their agents. In addition, management wanted an effective tool for Supervisors to course-correct agent behavior prior to reaching the end of each week. The Allied Global Team chose to leverage the Alvaria Motivate solution across two of their business lines. The first is one of the world's largest pure-play audio entertainment companies and is among the largest subscription media companies in the United States. The second is one of the nation's largest video, high-speed internet, and phone providers to residential customers. Both business lines in the pilot had over 100 agents participating, all of which were spread across the spectrum of top, middle and bottom producers.

Use Case #1 - Audio Entertainment Company

The focus was to effect agent outputs across three vital key performance indicators; **(1) Sales Per Hour, (2) Conversion and (3) Credit Card Take Rate.** Alvaria and Allied used 90 days of historical results on these data points to benchmark production. In addition to this, seasonality and lead file health was also factored in to determine a reliable benchmark on production previous to the Alvaria implementation.

The Solution

The Alvaria solution was to tightly manage agents and supervisors to performance goals through an integrated set of engagement, gamification, skill-development tools and consultative meetings. On Allied Global's part, the management team identified an internal game master for the audio entertainment business line that thoroughly understood the call center's goals. He easily tracked progress toward company goals through scorecards. When progress was not trending toward goal achievement he leveraged a game mechanic, such as a *contest* or *duel* within minutes. Allied Global utilized the Alvaria Leaderboard application to power TV leaderboards across their call center floor. This provides immediate peer-recognition for agents who are 'crushing it' reaching goals. The results were profound: **Sales Per Hour increased 24%, Sales Conversion increased 47%, and Credit Card Take Rate jumped 23%. In total, Allied Global logged 14,000 hours and achieved a significant ROI.**

Sales Per Hour

24% ↑

.21 — With Alvaria
.17 — Pre-Alvaria

● With Alvaria
○ Pre-Alvaria

Conversion

47% ↑

6.6% — With Alvaria
4.5% — Pre-Alvaria

● With Alvaria
○ Pre-Alvaria

Credit Card Take Rate

23% ↑

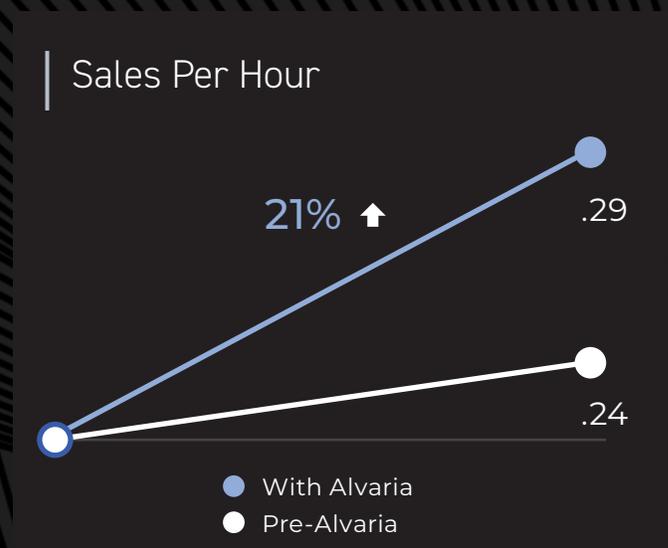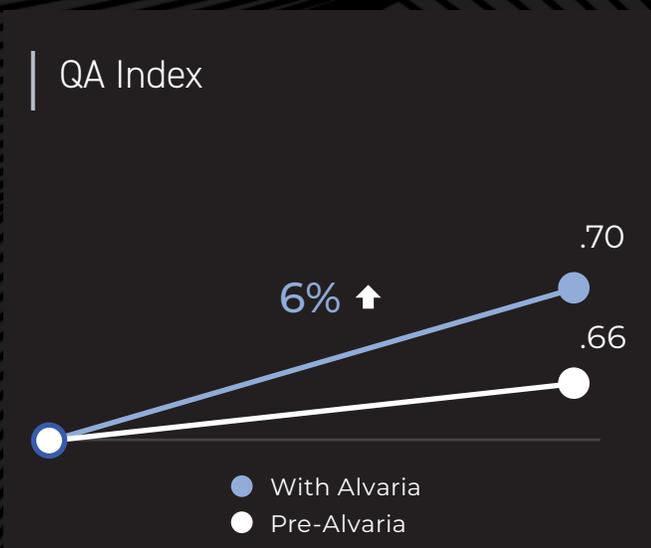38% — With Alvaria
31% — Pre-Alvaria

● With Alvaria
○ Pre-Alvaria

Use Case #2 - Video, Phone and Internet Company

Allied Global wanted to attack two goals; **(1) Sales Per Hour and (2) QA Index**. These goals required two technology solutions to send data to Alvaria, and to Allied's telephony provider and QA software vendor. Similar to the audio entertainment company's use case, Alvaria and Allied gathered three months of historical data to use as the agent production and behavioral precedent. By doing this, it was easy to measure the effectiveness of Alvaria Motivate™ on the Allied Global environment.

The Solution

Alvaria deployed a unified employee engagement platform that was designed to leverage powerful intrinsic and extrinsic motivators. Leveling Up, Intelligent Goal Setting and a plethora of competitions targeted the Allied Global goals. Allied intelligently leveraged the Alvaria Normalization Engine to create equity in contests which had a significant impact on the middle 60% of their floor by a 42% increase in productivity. Additionally, teaming their top 20 agents with their bottom 20 agents in both a collaborative and competitive environment had a significant impact on the program's success. **From the onset, the primary goals realized a significant increase over their historical averages. Over 23,000 hours were logged. The outcome of their Sales Per Hour goal jumped 21% and the behavioral initiative toward their QA Index scores increased 6%.**

QA Index

6% ↑

.70

.66

● With Alvaria
● Pre-Alvaria

Sales Per Hour

21% ↑

.29

.24

● With Alvaria
● Pre-Alvaria

The Results

BEING PULLED FORWARD IS EASIER THAN PUSHING FORWARD

Across both of Allied Global's business lines, all agents, supervisors, site directors and executives were provided a transparent view of the production landscape through five distinct user interfaces. Company goals which were outlined by Allied Global were broken into individual score cards for agents and teams, their objectives were clear and their progress was easily tracked.

Healthy competition through transparency was evident in "contests and duels" which instantly improved productivity and efficiency. Each team engaged each other in contests and duels by utilizing the Alvaria Normalization Engine, which assisted in creating competitive equity. The integrated coaching module allowed Supervisors to immediately engage agents specifically related to their progress toward highly visible company goals.

Being "pulled" toward your call center's financial goals happens when agents want to work, want to achieve. And that comes from being highly motivated and engaged. Allied Global leveraged the power of game mechanics across two diverse business lines. Allied Global was able to increase productivity by over 23% on a combined 37,000 agent hours, ultimately generating a significant ROI across diverse business lines.

> "*Alvaria Motivate™ guarantees that all targeted audiences will have an easy and interactive way of staying up to date with performance stats, specific business targets and overall company objectives. Our expectations have been met and surpassed by their software. Their team of executives provides world class support that proves they are a partner that everyone in our industry should have.*"
>
> – Renato Mota, Business Unit Manager, Allied Global BPO

About Alvaria™

Alvaria is the world leader in enterprise-scale customer experience (CX) and workforce engagement management (WEM) solutions. Our name is derived from Latin for "hives" – nature's perfect form for millions of years – bringing you solutions that are scalable, resilient and secure, with efficiency, speed and pinpoint accuracy. ALVARIA. Reshaping Customer Experience™. For more information, visit **www.alvaria.com**. Follow Alvaria on Twitter at **@Alvaria_Inc**. #ReshapingCX

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