



Case Study

Large B2C Seasonal Ramp

A well-known B2C company experienced hiring challenges, due to labor pressure and wage inflation. They were looking for affordable and efficient U.S.-based labor that could ramp quickly and cost-effectively for their busy season.



The Business Challenge

- Difficulty ramping sufficient staff for short seasonal demand without sacrificing the overall customer experience.
- Challenges with agent engagement/retention and speed to proficiency
- Reliance on costly traditional staffing methods to fulfill seasonal staffing demands.

The Outcomes

Historical Ramp Time and Cost Savings Using LiveXchange's GigCX Marketplace

- 10K+ individuals applied for a 90-day program.
- 1.2K+ completed the one-week training requirement
- CPA (Cost per acquisition) was \$259.00USD/person vs. the traditional \$3K+USD.

Top Performing Customer Service

Talent acquired and managed using LiveXchange's GigCX Marketplace consistently outperformed in several key performance metrics.

- Individuals sourced through the GigCX Marketplace had the highest Transactional Net Promoter Score (tNPS) and best close rate.
- The client was so pleased with the performance of the talent acquired and managed by the GigCX Marketplace that they consistently increased using workers from the platform, as opposed to hiring traditional CSRs.



Why choose LiveXchange's GigCX Marketplace?

- 1. Ability to Integrate**
turnkey remote staffing as part of overall strategy for call center needs.
- 2. Access to Highly Skilled & Quality Talent**
to handle multi-client programs.
- 3. Ability to Rapidly Expand**
a global remote agent model.
- 4. Opportunity to Run Efficient Operations**
on short term contracts.
- 5. Offset Internal Agent Absenteeism & Attrition**
- 6. Ability to Quickly Integrate**
client systems & processes despite restrictions.
- 7. Customized Reporting Portal**
providing analytics for KPIs and trends.
- 8. Multilingual Capabilities**
- 9. Global Sourcing Abilities = Cost Savings**
- 10. Highly Secure Environment**
PCI Level 1 Certified



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