

# A Disruptive Offshoring Strategy for Customer-Obsessed Brands

A rapidly changing and challenging business environment is forcing brands into a two-front battle against technology disruption and unpredictable market volatility. To succeed, leading businesses are turning to disruptive outsourcing partners, who help mitigate their risks through a portfolio of offshore delivery centers paired with transformational CX technologies.



In 2018, Deloitte found that disruptive outsourcing is enabling competitive advantage beyond cost optimization, led by cloud-based CX solutions and robotic process automation (RPA). As a next-generation BPO, Everise blends the cost optimization of offshoring to strategic labour markets and the scale of RPA and Artificial Intelligence solutions. This approach to Customer Experience transformation is repeatedly proven successful at meeting the unique requirements of high-growth companies, while ensuring businesses remain customer-focused during uncertain times.

## OFFSHORING TO POWERHOUSE PHILIPPINES

Everise has 13 global Experience Centers located in the rare sweet spots of low labor costs and high political and infrastructural stability. This offers affordable and reliable access to ample sources of skilled native speakers of over 20 Asian and European languages.

Everise's largest Experience Center resides in Philippines, one of the fastest growing economies in Southeast Asia. Nestled in booming Bonifacio Global City, our two centers sit in the heart of Metro Manila's financial and lifestyle district. This high-end center is teeming with life and surrounded by a balance of modern infrastructure and amenities, making it an ideal space to deliver world-class support.

**6.2%**

2019 GDP Growth

**>94%**

English Literacy Rate

**1,500**

Seat Capacity

**<6%**

Attrition



# CASE STUDY: ENABLING EXPONENTIAL GROWTH AMIDST AN EMERGING GLOBAL REMOTE WORKFORCE

## CLIENT

BlueJeans Networks, the world leader in video cloud conferencing.

## CHALLENGE

BlueJeans strength is enabling virtual collaboration and powering business continuity for some of the world's largest global enterprise, including Facebook, Twitter, Nike, Coke, Linked, Starbucks, Intuit and more. BlueJeans required crisis-resilient enterprise-grade technical support that their customers could rely on.

## SOLUTION

Everise CX setup a team of highly trained support agents in Manila to handle new account provisioning, customer care and account management. One unique aspect of our support is that it is all delivered virtually over – a strong reminder to customers of their value.

## RESULT

Everise continued overachievement has resulted in a strong partnership between the two companies. As companies around the world scrambled to operate a remote workforce, Everise nimbly transitioned 100% of the team in a work-at-home environment within one week, ensuring they could continue supporting their customers. Despite growing by 4X over the past two months, Everise CX team has been able to support the increase volumes with a mere 20% headcount augmentation.

“ I want to thank Everise for the support and partnership during these stressful times. Our Manila team is an integral and critical part of our operation. I appreciate your team support, flexibility, and creativity ensuring the safety and continuity of our operations. ”

**Nir Galpaz, VP Technical  
Service and Support,  
BlueJeans**





## CASE STUDY:

### CLIENT

US-based ultra-low-cost airline servicing markets throughout the western hemisphere.

### STRATEGY

Everise CX consolidated a formerly fragmented tangle of inbound communications channels, rebuilt an outdated agent training curriculum, realigned service level targets and incentives, deployed a complete IVR platform, all while relocating the client's reservation centers to the Philippines and Guatemala City.

### RESULT

Well ahead of target date, over 300 agents reached full operational capacity in English and Spanish, realizing a 50% cost savings for the client. This was made possible in part by a training time reduction from 120 to 80 hours, more efficient call routing, and agent conversion rates averaging 110% above goal within just six months.



**>50%**  
Cost savings



## CLIENT

Major US Health Insurance Provider

## BACKGROUND

This leading insurance provider engaged Everise to support three major parts of their business: pharmacy, over the counter, and member rewards. Meanwhile, they understood the benefits of disruptive offshoring and worked with Everise to migrate a large portion of their support to the Philippines.

## CHALLENGE

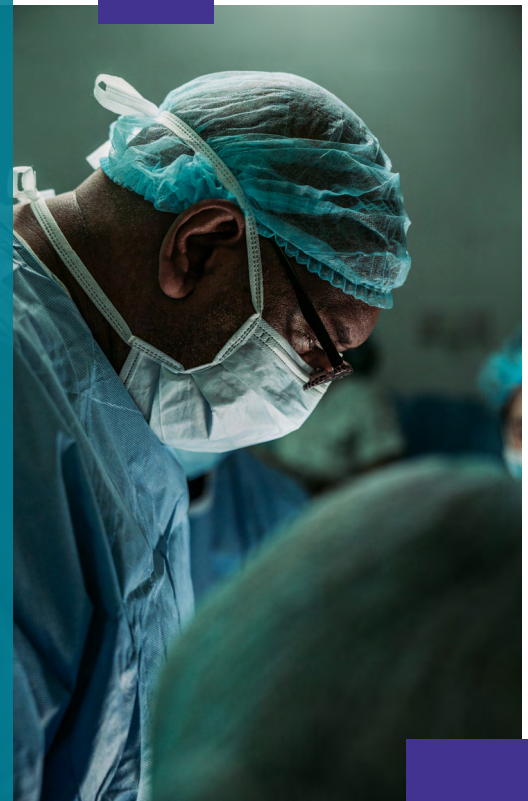
Due to the seasonal nature of the work and high amount of training required to support their customers, Everise needed to manage staff ramps between 500-1,200 in multiple locations.

## STRATEGY

Everise setup teams, both onshore and offshore to manage risk and costs from multiple centres. A robust training and nesting program was put in place that ensured quality agents were created and retained, paired with cloud-based CX infrastructure that include speech analytics and business intelligence.

## RESULTS

Everise is consistently in 1<sup>st</sup> or 2<sup>nd</sup> rank out of all vendors, including their internal team. Attrition fell to below 4%, enabling Everise to ramp effectively and retain more knowledge through tenured agents. In the Philippines, Everise champions deliver a customer experience that achieves an NPS 1.5X greater than the other vendor, while Perfect Call metrics (PCM) are on par with onshore agents.



**<4%**  
Attrition

“Everise proactively innovates and suggest ideas about how they can do more instead of just getting comfortable.”

– Director Of Customer Service  
and Contact Center

## CLIENT

The world's leading cordless phones and educational toy manufacturer.

## BACKGROUND

This established phone and toy brand engaged Everise CX to handle inbound customer support, product enquiries and troubleshooting, as well as sales and order status enquiries in both English and French for both US and Canada. Outbound service calls, technical support for licensee brand and an Elite Tech Support team were also setup.

## CHALLENGE

Everise CX needed to have both the technical product knowledge and empathy required to manage the over 50 year old customer profile, who want to be walked through the product slowly. Hitting the balance between great support and efficient AHT is key.

## STRATEGY

Everise setup a product lab and equipped agents with wireless headphones, empowering them to have a hands on experience with the product and give clear, instructional support to their customers.

## OUTCOME

The Philippine team consistently over achieves on all client set KPI's, including >90% QA, >3% attrition and a CPM of over 98% over the entire year. This high level of performance is no anomaly. This leading technology brand has chosen to grow and single-source with Everise for the past six years.

>**90%**  
QA

<**3%**  
Attrition

**98%**  
CPM

Contact [sales@weareeverise.com](mailto:sales@weareeverise.com)

to learn more about how Everise can help you remain customer-obsessed while mitigating risks with a strategic offshoring strategy to the Philippines.