



Increased Flexibility and Support for Global Tech Leader

The Challenge

A globally recognized leader in consumer electronics, software, and online services needed a dynamic solution for outsourcing their technical and customer service support across their large business portfolio. The solution would need to be incredibly flexible, scaling up or down to meet the needs of ongoing changes in call volume.

The Solution

STAFF AUGMENTATION: KellyConnect® initially sourced and recruited 900 agents to support the client's existing brick-and-mortar program during the high-volume holiday season.

VIRTUAL WORKFORCE: A remote workforce solution was launched, providing an excess of 3,000 highly skilled advisors in a variety of geographies and time zones.

INSTAFLEX®: The innovative Instaflex model was created, allowing us to immediately expand or reduce the support team as necessary, flexing up potentially hundreds of agents within minutes.

The Value

The KellyConnect virtual program has been so successful that it tripled in size over the first three years, and has grown another 60% since, expanding to include additional products, support services, and business lines. Handling over 15 million contacts per year, we've achieved the #1 Global CSAT Ranking for an English-speaking queue, the highest trainer scores within the vendor queue, and an average CSAT score of 89.8%-90.1%—depending on the product tier. Our solution allows our client to continually adapt their call center workforce to meet their call volume with minimal risk to the organization, minimal burden to the internal teams, and consistently amazing service for the end users.