

Strategic Expansion while Saving \$11 million per Year in Operational Costs

BACKGROUND

A leading **US security monitoring company** faced significant operational challenges due to rapid customer expansion. This swift growth brought to light critical issues in staffing, technology infrastructure, costs, and business processes. Expanding the workforce significantly within the US was deemed costly and complex. Consequently, the client opted for our nearshore **outsourcing BPO portfolio partner**, known for their state-of-the-art facilities, excellent connectivity, bilingual support, and a proven track record in delivering results for US clients.

CHALLENGE

- **Staffing Scalability:** The rapid growth in customers necessitated a larger support staff. However, hiring and retaining hundreds of additional employees in the US would have substantially increased operational costs.
- **Technology Limitations:** The existing infrastructure was inadequate to support the increasing demand.
- **Operational Inefficiency:** A lack of standardized operating procedures, coupled with a reliance on verbal communication for training, hindered effective scaling.

SOLUTION

Staffing Strategy: Our partner developed a recruitment strategy tailored to the client's needs, covering **six different agent profiles:**

- **Live Video Monitoring/Emergency Response:** Manage security camera recordings for residential and commercial businesses. Determine actions based on defined protocols.
- **Video Recovery Specialists:** Order Processing/Video Retrieval. Handle video recovery, review cameras, extract information per client requests or incidents, and generate incident reports.
- **Inbound Concierge:** Act as virtual doormen, granting or denying access to various establishments based on predefined protocols.

Agent Profiles Continued

- **Compliance/Camera Verification:** Generate reports on malfunctioning cameras for checks and ensure system functionality.
- **Inbound Tech Support:** Provide first-level helpdesk support for issues related to cameras or sensors, escalating unresolved issues.
- **Inbound Customer Care:** Serve as intermediaries between customers and various client departments, managing special requests or technical issues, and creating corresponding tickets.
- **Technology Upgrade:** Our partner's state-of-the-art facilities and robust IT infrastructure provided a seamless solution to the technology challenge. The client only needed to specify hardware and software requirements, such as Immix and sureview systems.
- **Standardization of Procedures:** Our partner's BPO team identified the need for standardized operating procedures (SOPs). They created documented SOPs and developed training materials for the product, which were previously non-existent. Additionally, a quality assurance process was implemented to monitor and enhance service quality.

SUCCESS

- **Pilot Success:** The project commenced with a pilot of ten agents. Within two months, due to outstanding performance, the team expanded to fifty agents, eventually doubling to one hundred over a year.
- **Sustained Growth:** The successful partnership led the client to outsource additional lines of business to our partner, growing to over **300 full-time equivalents** (FTEs).
- **Enhanced Customer Satisfaction:** The operational improvements and expanded workforce significantly enhanced service quality with better trained agents resulting in higher customer satisfaction.
- **Cost Savings:** The security firm was able to **save 57%** or approximately **11 million dollars** on labor costs compared to US operations.
- **Pricing: Nearshore** bilingual English/Spanish agent rates for this BPO partner are available on request.



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