



Reducing Cost Per Sale for A Home Improvement Brand

ABOUT THE CLIENT

Our client is an American home services company with corporate headquarters in Denver, Colorado. It combines cutting-edge technology referrals to connect its members with local companies to complete their home projects.

CHALLENGES THEY FACED

During a period of significant growth, the client faced two major challenges.

- 1 High cost per sale
- 2 High agent attrition rate
- 3 Scaling workforce for summer peak
- 4 Meeting fluctuating call volumes



SOLUTIONS

We immediately addressed the challenges. With the help of our workforce management team, we came up with right sizing of manpower considering the rising volume of seasonal demand from April-October. We deployed:

1

A multi-center approach: We implemented a multi-center approach that incorporated multiple staffing streams to effectively handle the growing service requirements during the peak business season. This approach ensured that our client had access to a pool of skilled agents and support staff, with an ongoing support of 550 full-time equivalents (FTE) and seasonal support of 850-900, guaranteeing the availability of resources to meet the increased demand.

3

Recruiting strategy: We managed inbound and outbound sales and appointment setting as per the specific needs of each LOBs. We created candidate pools across multiple geographies that aligned with specific agent skills set required. This strategy offered backup options for labour challenges in specific locations and ensured business continuity during weather-related events or disasters.

2

Robust workforce management solutions: We also implemented WFM solutions that monitored schedule adherence and analyzed volume arrival patterns, enabling them to optimize their staffing levels and ensuring they had the right number of employees to handle customer inquiries effectively.

4

Training strategy: Given the scale of this program, we recognized the importance of a strong workforce management team to meet our clients staffing demand. Our WFM team planned the staffing needs for the first 30, 60, and 90 days, ensuring continuous training and accommodating back-to-back and concurrent training classes working in close collaboration with the client and coordination with the training team.



RESULTS

- **Cost reduction:** The client saw a 21% reduction in cost per sale. This improvement in cost efficiency helped to substantially increase their overall profitability.
- **Attrition reduction:** The program also contributed to a 17% decrease in employee attrition. By improving the work environment and implementing effective workforce management strategies, the client retained more employees, leading to a stable and capable workforce to meet customer demands.



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