Case Study
Matchmaking

Background

As one of the largest multi-level marketing companies in the world, Arbonne International offers a variety of organically sourced products designed to support and improve health and well-being. Arbonne's strategy is fueled by a large network of several hundred thousand field consultants that market and sell its products around the world.

To effectively serve these consultants and their respective prospect bases, Arbonne has a Service Operations organization that consists of four contact center locations. These locations have over 500 employees that process thousands of inbound calls, emails, social engagements, and chat interactions on a monthly basis.

Situation

As people lost their jobs due to the onset of COVID-19 in spring of 2020, many turned to multi-level marketing businesses like Arbonne to generate income. This paradigm shift more than doubled Arbonne's customer base in a matter of months, placing greater demands on the company's entire operations and customer service capabilities.

While this sudden growth was great for Arbonne, it had a stark impact on the contact center locations and the employees. The call volume exponentially grew with the customer base, and the call center consistently had hundreds of calls on hold. Over 60% of calls were being abandoned, and other popular

service channels, such as email and chat, had to be shut down in order to meet the inbound call demands.

Not only were the increasing service demands overwhelming the call center teams but executive complaints began to increase significantly because of the extreme hold times, forced disconnects and poor quality. The senior leadership team recognized this situation was untenable and decided to bring Call Center Power in to help.

Before working with Call Center Power, over 60% of calls were being abandoned and other popular service channels had to be shut down.

Solution

Call Center Power provided Arbonne with an array of best-in-class contact center solutions. First, Call Center Power's advisors used their proprietary partner matchmaking process to quickly source an effective outsource partner for Arbonne. This partner was able to come online fast and began making a positive impact within just a few weeks. Arbonne also leveraged Call Center Power's professional services in order to evaluate the eight core components of their existing center and transform it into a center of excellence. More on that in the Professional Service portion of this case study.

During the initial evaluation of the Arbonne contact center, Call Center Power determined that outsourcing portions of the work would benefit the organization. The combination of Call Center Power's proprietary partner matching process and vast network of

vetted call center partners, ensured that Arbonne could achieve the scale they needed while improving service quality and performance at the same.

Call Center Power initially proposed six vendors to Arbonne, ultimately narrowing it down to one. Capability and price were key components in the selection process, however, Arbonne identified a myriad of additional selection criteria that Call Center Power was able to distill and provide to the senior leadership team. Ultimately, Call Center Power was able to match Arbonne with an outsource partner that perfectly met their immediate needs but also set them up for long term success.

Results

Call Center Power's ability to match Arbonne with the perfect outsourcing partner for their situation, was fundamental in improving Arbonne's service levels, reputation, and expense controls. Arbonne's new outsource partner helped Arbonne reduce overall contact center related expenses by 40% while cutting attrition in half. In addition, average handle time decreased by over 60 seconds and all quality metrics actually improved. The senior leadership team is impressed with their new outsourcing partner and anticipates it will continue to drive Arbonne's success well into the future.

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Arbonne recognized 40% expense reductions while cutting attrition in half.