



Alpine Access Helps One Company Provide Uninterrupted Service

Hurricane Ike was the third most destructive hurricane to ever make landfall in the United States. When it hit Galveston, Texas on September 13th, the winds were nearly 125 miles per hour. Before it was over, the storm caused extensive flooding, demolished buildings and left millions of people and offices without power for weeks. Thousands of people fled the coastal areas of Texas. Energy companies such as Shell Oil and Andarko evacuated workers ahead of time. Even communication providers like T-Mobile and Sprint prepared for the storm by setting up response teams and back up service sites.

SERVICE WITHOUT INTERRUPTION

- : : Customer Care Professionals (CCPs) are always available
- : : Extra resources provide help when it's needed most
- : : Network connectivity is consistent

Executives with facilities located in and around the projected path of Hurricane Ike all faced the same dilemma – how to continue operating and servicing customers. Of course, small companies had no choice but to suspend all business and shut down for the duration of the storm. For organizations with national operations, however, closing the facility would not stop customers in other locations from needing service. Complicating the situation even further, the Houston area is host to a large number of customer service contact centers. Thousands of calls would go unanswered when these facilities closed.

PROBLEM

Faced with the likely closure of its Houston-based call center as well as the evacuation of most of the staff, a national Fortune 500 financial institution began looking at ways it could continue providing the high quality of service its customers had come to expect. While some of the calls could be re-routed to the company's other internal centers, there were simply not enough agents to handle the remaining high volume. In addition, these calls could not be handled by just anyone. They required someone with extensive financial knowledge as well as experience with their existing systems and processes. Outsourcing calls to a random facility wasn't an option.



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SOLUTION

Luckily, this company was an existing Alpine Access partner, which meant it had experienced employees already trained on the company's procedures. On Friday, September 12th, just 24 hours before Hurricane Ike was predicted to hit Texas, the company called Alpine Access. Alpine Access employees were located throughout the United States and their home-based status meant that as long as they had solid connectivity, even Texas-based customer care professionals could assist answering calls. As an added benefit, Alpine Access was an existing outsource partner, which meant it already had trained employees ready to answer calls.

RESULTS

Alpine Access was challenged by the partner to find as many additional customer care professionals as possible. Only a small percentage of the CCPs on the company's account were scheduled to work that fateful Saturday. This left over 100 available professionals who were trained and familiar with the company. Through phone calls, email and instant messaging, Alpine Access tapped into its existing resource pool of employees asking for help.

The response was immediate. Within minutes, CCPs were located and agreed to start working. Alpine Access was able to continue to add customer service professionals to handle

the company's customer service needs throughout the weekend. More specifically, in less than one day, Alpine Access was able to flex up staffing by 22% over the originally scheduled hours.

With a unique blend of planned and solicited extra hours, Alpine Access' employees provided the much needed support to effectively handle the call volume from customers unaffected by the hurricane. It is estimated that service levels that weekend were twice as high what they would have been without the extra resources. In addition, calls were answered within an acceptable 30 second timeframe and the company maintained its standard for consistent, high-quality service.

HOME-BASED MODEL ADVANTAGES

Most companies have plans on how to recover from unanticipated disasters. Boilerplate disaster recovery plans cover logistics such as restoring data systems, getting employees back to work, or reinstating utilities. But most of these plans focus on what to do after a disaster, not during one. For many businesses, maintaining consistent, quality service can make the ultimate difference between success and failure. With a geographically dispersed workforce and a staffing model that allows for real-time adjustments, Alpine Access offers peace-of-mind in times of crisis. Whether it's a hurricane, a blizzard or an earthquake, partnering with Alpine Access offers numerous advantages over brick-and-mortar centers:

HEAR THE DIFFERENCE

Alpine Access doesn't just raise the bar, we take your brand to a whole new level, with superior employees providing the best customer care available. Call us today to hear what Alpine Access can do for you!