



ListenTrust™ CaseStudy

Bosley

Customer Challenge

There are many challenges to working with an off-shore contact center. Bosley, the leader in hair replacement procedures, experienced them all, from travel expenses and training issues to time zone challenges, and finding agents capable of developing an authentic connection with callers. Because of the problems Bosley experienced with Philippines-based contact centers, they decided to seek out a partner capable of providing knowledgeable, and personable English-speaking agents, to give callers an outstanding experience and generate sales.

Bosley's approach to contact center management requires that English-speaking agents make outbound calls to marketing qualified leads. Based on a small initial test, Bosley chose to migrate these calls from the Philippines to ListenTrust, to enhance the quality and personality of agents and customer interactions and set appointments from their Hermosillo, Mexico-based near-shore contact center.

The ListenTrust Solution

ListenTrust was able to provide a viable near-shore solution at a rate competitive with what Bosley received from Philippines-based off-shore contact centers. And ListenTrust developed a tight relationship with Bosley to ensure the quality and personality of English-speaking agents assigned to the project closely mirrored what they felt could be provided from the United States. Bosley interviews every agent and creates a comprehensive agent-profile to ensure quality. Agents must have a mastery of English; on a scale of 1-5 (with 5 being highest level English), agents must be at least a 4.

Customer

Bosley (<https://www.bosley.com>) has been helping people restore their hair for more than 40 years and has performed over 298k restoration procedures. Offering proven surgical and non-surgical personalized solutions, Bosley offers the only permanent solutions to hair loss and are considered pioneers of the latest advancements in hair restoration technology.

Challenge

Off-shore contact center agents in the Philippines were not able to develop an authentic connection during outbound calls. As a result, agents were unable to close a sufficient number of appointments that ultimately lead to booked procedures for Bosley.

Solution

ListenTrust provides deeply-vetted and Bosley-approved English-speaking contact center agents based at their Hermosillo, Mexico near-shore contact center. The successful program has grown from 17 Bosley-dedicated agents in 2017, to over agents at the beginning of 2020.

Outcome

Bosley received high-end customer service agents that met and exceeded their needs from a near-shore center while providing value far beyond what they experienced from their off-shore environment.

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They must also have no less than ten years of contact center experience and a history of long-term employment with prior contact centers. ListenTrust screens all agents before they are presented to Bosley to ensure that only qualified employees are offered.

The Bosley and ListenTrust engagement started with just 17 dedicated contact center agents in 2017, and today the number has grown to over 50 Bosley-dedicated agents.

Customer Outcome

Bosley received high-end customer service agents that met and exceeded their needs from a near-shore environment while being competitive with off-shore center rates. ListenTrust inherently screens and evaluates their agents, saving time and money for Bosley who has specific standards and English levels required of their customer service agents. Thus, they were able to hit their appointment show rate (percentage of committed customers that showed up for their appointment) for nearly every month over the course of the time working with ListenTrust.

