

HomeAdvisor Case Study



THE CHALLENGE: CONVERT SALES AND CREATE GREATER REVENUE

HomeAdvisor approached Proxi with a challenge: create greater revenue by converting more service calls into sales. When HomeAdvisor customers call with a home repair or service-related question, they are generally focused on fixing a specific problem. Contact center associates have a tremendous opportunity in these interactions to not only solve the issue at hand, but help the customer see the bigger picture in caring for their home. HomeAdvisor needed a partner that understood the value of digging deeper with their customers, ensuring all of their needs are considered and met.



HomeAdvisor is a leading website that offers comprehensive tools and resources for home improvement, maintenance, and repair projects. With over 16 years of expertise in helping more than 30 million people find a trusted home-service professional, HomeAdvisor is a cutting-edge resource in the home industry.



THE SOLUTION: PROVIDE A HIGHLY TRAINED TEAM OF EXPERTS

The first step in our solution was to engage our associates and invest time into understanding the culture and mission of HomeAdvisor. We knew that in order to best help their customers, we needed to become a true extension of their brand. We set up sessions to train the trainers with subject-matter experts at HomeAdvisor to ensure that our associates knew their product offerings inside and out. By equipping them with a deeper understanding, they could connect the dots so that customers were aware of all products and services that might benefit them.

Our associates thrive on owning their results by collaborating with peers, leaders, and HomeAdvisor in order to provide a consistent, world-class experience on every call. The leader-to-associate ratios, online job aids, and other key learning resources provide associates what they need to go above and beyond with every interaction. We understand that great service generates customer loyalty, increased sales, and overall customer satisfaction.



THE RESULTS: **#1 SERVICING PROVIDER FOR 10 CONSECUTIVE MONTHS**

Our efforts and focus on finding holistic solutions for HomeAdvisor customers paid off in more ways than one. Customers benefited by becoming aware of opportunities outside of their current home-related focus. HomeAdvisor realized a greater revenue stream from additional cross-sales with more customers. We benefited by strengthening our partnership with HomeAdvisor, and earning their coveted title of #1 Servicing Provider for 10 consecutive months.

PARTNERSHIP STATS

We were able to grow call volume with HomeAdvisor, increasing the number of inbound calls taken from a few thousand in March 2013 to over 126,000 in July 2015, demonstrating our ability to scale quickly and efficiently. During this period, we were also able to reduce the call handle time by over 20%, with an Average Speed of Answer of under 12 seconds.

20%
REDUCED
CALL TIME



12 seconds
AVERAGE SPEED
OF ANSWER