Openxcell

Empowering Businesses With Innovations

OpenXcell created an Employee Engagement Application for a Renowned Call Centre

CASE STUDY

Thank you for downloading this case study!

Growth is inevitable when the partnership is right and for a right partnership it is important to form an alliance which is reliable and driven by innovation.

This case study is a perfect example of such a partnership and will highlight how Alorica was finally able to retain its employees by a simple application that changed the mode of interaction and operations within their organisation.

It will also showcase Openxcell's end-to-end support in the development procedure of the application. We at Openxcell, are proud to have enriched the application with features that an employee would expect and would also be surprised to explore what the organization has in offer, additionally.

With complete technical assistance of OpenXcell, Alorica has finally sustained its employees and the churn over has reduced to bare minimum. Infact, the new recruits are more than happy to have joined Alorica and regardless of job nature, employees are finally enjoying their work. Alorica is extremely happy to have partnered with Openxcell because this partnership gave them the much needed transformation from their previous operational methods. Wanna know how OpenXcell pulled it all off! Let's get into the details.

Table of Content

Alorica's Intro

Industry	BPO
Headquarter	Orange County, California
Offshore Development Centre	Ahmedabad, India
Team Size	5
Platforms	Mobile

Alorica is one of the *most sought-after BPOs in the world with more than 100,000 employees spread across 14 countries in the world.* Headquartered in Orange County, California, Alorica is a global leader in providing great customer experiences through phone, online or via social media. It has a diversified clientele that belong to finance, healthcare, retail and more such industries.

Apart from winning *BPO of the year award in 2019, Alorica has also won Best Contact Center Outsourcing award* which clearly depicts the company's credibility.

Alorica has an in-house employee engagement portal which helps the employees to engage with the company by sharing their sentiments and moods. The company in turn collects insights about the employees to help motivate them for the job. It also aims to keep the agents involved through various features and activities that the platform provides.

Well, this *application has successfully managed to track the satisfaction level of employees working with Alorica* which has subsequently helped the company *to reduce its attrition rate and retain more employees.*

Currently, the number of satisfied employees in Alorica have doubled up and the dynamics of agents with their job roles have changed dramatically. This success has rewarded the company with many recent accolades such as *three consecutive sales and customer service Stevie Awards for Consulting practice of the year, Training Practice of the year and Outsourcing Provider of the year.*

Alorica's Business Challenge

Alorica came into existence in 2019 and has become one of the world's biggest BPOs. However, due to a monotonous job profile, *the company was not able to sustain its employees' interest and was facing a high attrition rate. Hence, to retain their agents, Alorica wanted to develop an internal application that can help gauge the agents' sentiments and identify pain points.*

They had 1 PHP developer who was initially hired to create the application but *the product made* by him *was not feature rich.* Hence, they required the right technical staff and were in dire need of an experienced team that could develop *a new employee portal for them without charging a high operational cost.* After multiple failed attempts to find the right technical team that could fulfill all their expectations, Alorica finally reached out to us.

Product Key Features

Daily Mood Meter

Gamification

Customized Avatar

Chatbot

Our Approach

Project Inception

The project came to us in MVP stage in early 2019 and the client wanted us to revamp the Employee Lifecycle Journey of the agents across their locations, by enhancing the app.

This application was expected to engage the agents with updates, birthday notifications, FAQ chatbot as well as allow the company to comprehend agents' mindset by collecting insights through daily mood meter, pulse check, etc. Apart from that, our client wanted a gamification feature which would allow agents to change avatars and collect points. So, primarily it had to have features that would improve the agents' likelihood of enjoying their monotonous job.

Since the client wanted us to launch the refurbished MVP quickly in the organization to gauge the user response, 2 developers from the inhouse, 1 PHP developer and 1UI designer from outside the organization were hired, trained and onboarded to work dedicatedly on the project.

Project Acceleration

The project kicked off quickly after the team creation and the enhancement process of the application completed quickly within 3 months. Soon after, the application was made live and it received a great response from users. *The application was much more engaging now with 'Profile Page'* for each new joinee and introduction video of Alorica to introduce the new recruits to the staff and CEO, and make them aware of the company culture. With all of these enhancements, *Alorica quickly gained traction with 35000 agents onboard.*

Gradually after much required attention, the team now thought of introducing more new features and a manager dashboard.

Manager dashboard was specially designed to gather data and analyse how the employees are doing, through features such as daily mood meter, KPIs and touchpoint surveys. It was a wise move as - upon introduction of these two new features, the manager was now able to comprehend agents' pain points and was subsequently able to give the necessary support.

As the project moved on, *push notifications and chatbot options were integrated into the application* which informed the client about new updates, wished birthdays, and additionally, enabled users to ask questions regarding their payroll, training, attendance, perks, etc.

> *"The compulsion to create an engagement application seemed overwhelming and we had no idea it would really work. Thanks to the team of Openxcell that made it possible. We love how things turned around positively for us!"*

Alorica
Product Owner

Alorica had fortunately managed to improve their attrition rate by now. In 2020, however, they still wanted to come up with something more interesting like - Gamification. *Gamification would allow agents to create their own Alorica Avatar and earn points for accomplishing tasks. It would also enable trainers to provide badges to agents who fared well in their jobs.*

This idea was quickly rolled out by the OpenXcell team within 2 months and the application had now become even more appealing to the users.

The team had also made the features available offline which increased the application's usage even more.

After so much hard work, the results finally showed up and the company was able to sustain its employees. The happiness and zeal to work reflected in the services Alorica was providing to its customers. They started getting even better feedback from clients and finally in 2020, Alorica was recognized with Customer Service Stevie Awards for Consulting Practice of the year and Training Practice of the year. Alorica also won the Outsourcing Provider of the year award simultaneously, creating a record of 3 consecutive Awards in a year.

Support and Maintenance

As of now, 1QA and 2 PHP developers are handling the maintenance and support of the application. The client is highly satisfied with the way things turned out and that they were able to achieve big by taking care of their employees' needs. They also credit OpenXcell for our unparalleled support and highly experienced technical team that turned the course of their entire organization. Infact, *Alorica has shown interest in continuing the partnership with us for a long term and has other features and integrations in the pipeline for our team.*

Product Success

35000 Users

Less Attrition Rate

Employee Satisfaction

OpenXcell's Contribution In Client's Success

OpenXcell has been a primary contributor in Alorica's success. We have provided a perfect solution that keeps their employees engaged. Our team has been actively delivering feature enhancements and has also provided excellent technical support so far. Though the chances of getting its employees' attention back seemed dubious to Alorica, our team played beyond their expectations. We helped them enrich the application with all the integrations that were imperative to make the employee feel comfortable, satisfied and acknowledged. Our 360 support from product development to team creation has enabled this customer service company to sustain their business through complete transformation of their modus operandi.

Our Success Gears

12+ years of extensive product development experience

Recruitment of Top Talent

360 Degree Operations Management

Scalable Model

Dedicated Development Centre

Dedicated Development Teams

24/7 Support Service

Technology Stack

Frontend
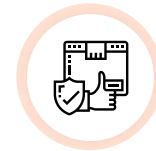
React.js

Backend

Node.js

Database

MySQL

Client Achievements

- **Increased Employee Retention Rate**
- **Employee Satisfaction**
- **2 Billion Customer Interaction per year**
- **Consulting Practice of the year**
- **Training Practice of the year**
- **Outsourcing Provider of the year**

Client Testimonial

"It has been incredible working with OpenXcell. Though our requirements were minimalistic, the kind of approach and expertise you have furnished makes us more likely to believe in your art."

GlobalFit

Product Owner

Conclusion

Alorica and OpenXcell have collaboratively worked towards perpetual growth and this partnership has given this BPO giant a new and progressive life. It is the dedication and 360 support of OpenXcell in developing an engaging application which has plausibly given this consulting company the long due success. At OpenXcell, we always strive to empower our clients through veritable support that encompasses almost every kind of technical or business expertise. We build an entire team that dedicatedly and constantly works to push boundaries and give an edge to our client over its competitors. Our partnership thus brings more to the plate than anyone else can provide when it comes to product development. We ensure your product is not just developed but holistically supported as well.

Thank you for your time!

Contact Us

Want to scale your business with our seasoned product development team? Let us know your requirements.

✉ **sale@openxcell.com**

📅 **Schedule a Meeting**