

How a Global Event Agency Thrives During Peak Seasons

The Challenges

- Customer support surge during peak event season
- Teams overloaded by calls and emails
- Strict procedures and JD Power standards to meet

The Solutions

- Scalable staffing model for peak demand
- Training on strict processes and emails
- Continuous coaching and performance monitoring

The Results

- Service levels restored during peak periods
- Successfully managed high-visibility events
- Better efficiency with email-first training approach
- Improved agent performance
- Upheld reputation for high quality



A leading global event agency faced a significant surge in customer interactions during their peak event and exhibition season – from October to December. Their internal teams struggled to manage the high volume of calls and emails while also upholding the strict standards of JD Power and Associates. To make matters more challenging, the event company needed to deliver flawless service during high-visibility events, where any disruptions could severely harm their reputation.

To address these challenges, the event production leader partnered with **ROI CX Solutions**, experts in customer engagement and scalable support. ROI developed a flexible staffing model to handle seasonal spikes in demand and trained agents to follow the company's strict procedures, aligned with JD Power and Associates standards. New agents started with email support to build confidence before transitioning to live calls. ROI implemented continuous coaching and real-time monitoring to ensure top-tier performance during both regular operations and the peak event season.

ROI also ensured additional staffing and support for high-visibility events, where service expectations were even higher. With dedicated Team Leads overseeing agent performance, the event agency maintained quality control and delivered seamless customer experiences.

As a result, the event agency successfully restored service levels and improved efficiency. Agent performance increased, high-visibility events were managed without disruptions, and JD Power standards were consistently upheld. With ROI CX Solutions' support, the global event leader maintained their reputation for service excellence throughout the peak season, ensuring client satisfaction and operational success.



About ROI CX Solutions

Established in 2008, ROI CX Solutions has always been committed to delivering client-centric solutions, even amidst economic challenges. The efforts of ROI CX Solutions have generated over \$22 billion in revenue for their partners. Offering services in 29 languages, their dedication to excellence has been recognized in the 2022 Inc. 5000 list.

(877) 660-9998
www.365roi.com
792 E. 280 S.
American Fork
UT 84003

