

# Practical Solutions During the Crisis

Powered by our AI Platform

**directly**

Distributed gig and automation solutions  
to successfully navigate the crisis

## We're Here to Help during COVID-19

The impact of COVID-19 on global health, welfare, and commerce is tragic and undeniable. Customer support organizations around the world are deeply affected. Contact centers are closing, agents are unable to get to work, and companies are scrambling to move to work-at-home and other alternative support models.

It's a jarring and unprecedented situation, and we're committed to helping companies through these uncertain times with our distributed gig & automation solutions. Customers such as Microsoft, Samsung, Airbnb, and Autodesk are using our AI platform to recruit their community experts (i.e. brand ambassadors, end-users, or loyal customers) to establish a powerful gig workforce to help resolve tickets and automate solutions.

With over 20,000 gig workers in our networks today, customers rely on us to resolve between 20-60% of all contact center volume at a CSAT of over 92%. There is an incredible amount of untapped knowledge within your customer base and community forums, and many of these people are out of work. Our platform is a practical way to provide relief for your business while providing new economic opportunity for your customers at the same time.

## Practical Solutions

### **Contact Center Augmentation**

With quarantines and shelter-in-place orders causing contact centers to close or shift to work-at-home, meeting or exceeding your SLA's may become more difficult. Wait times might go up and ensuring customers get the help they need might become challenging. We will set up a successful gig workforce in 1-2 weeks. We'll help you advertise the opportunity, vet applications with skills and language tests, onboard & educate hundreds or thousands of gig workers, intelligently route the right questions, and provide you real-time reporting.



## Customer Insights to Help Decision-Making

Given the fast-changing environment during the crisis, the first step for many customers is understanding the ticket patterns within the thousands of things their customers are asking. Our AI platform offers machine learning capabilities, trained by our gig workforce, to interpret every customer ticket, identify trends, and recommend the next best action. This will help with your resource planning and contact resolution strategy.



## Surge & Spike Management

Uncertain consumers have a wealth of new questions for customer service, and it is very challenging to predict the volumes that are coming and when they will hit. A flexible gig workforce enables you to ramp up and down staff within 12-24 hours. There are always waitlists of new gig workers eager to get started, and it is easy to route more or less questions depending on demand. One of our customers in consumer electronics just asked us to plan for 3X to 20X increases in volume as their BPO in Manila went down and we significantly expanded capacity within days.



## Multi-Language International Support

For global businesses, many companies are experiencing international operations shutting down and need multi-language support. We have experience in over a dozen of the most common languages. For a large global technology company, we recently spun up 3 new gig workforces in Europe in less than 24 hours, supporting 5,000 new questions a day in German, French and Italian, while maintaining their current CSAT and wait times.



## Chatbot Training

For customers who have invested in virtual agents or chatbots, new questions are coming in everyday surrounding COVID that the bot has never seen before and will not be able to handle. Traditional bot training is slow and difficult, with many companies staffing agents to train the bot on a daily basis. Our AI platform integrates into any virtual agent and does the training for you with our gig workforce doing all the work. For a global customer of ours in hospitality, we've provided automation that has learned in real-time during the crisis, helping get vital information about COVID-19 policies to thousands and thousands of anxious consumers.