

Limitless

Google

**A Limitless & Google Story  
'Advisors on Demand'**

EITK CRS 26<sup>th</sup> September 2024

Private & Confidential

## Our Mission

To empower anyone on the planet to earn money for providing brilliant customer service for brands they love

**Limitless** enables brands to route customer contacts to **Certified Product Users** who are rewarded per resolved case

**We call this GigCX**

# Google's Vision

Committed to significantly  
improving the lives of as  
many people as possible

# Why were Google looking for a new way?

Rise of  
freelancer  
working

Global  
shortage  
of talent

Increasing  
product  
complexity



# Why was Limitless the answer?

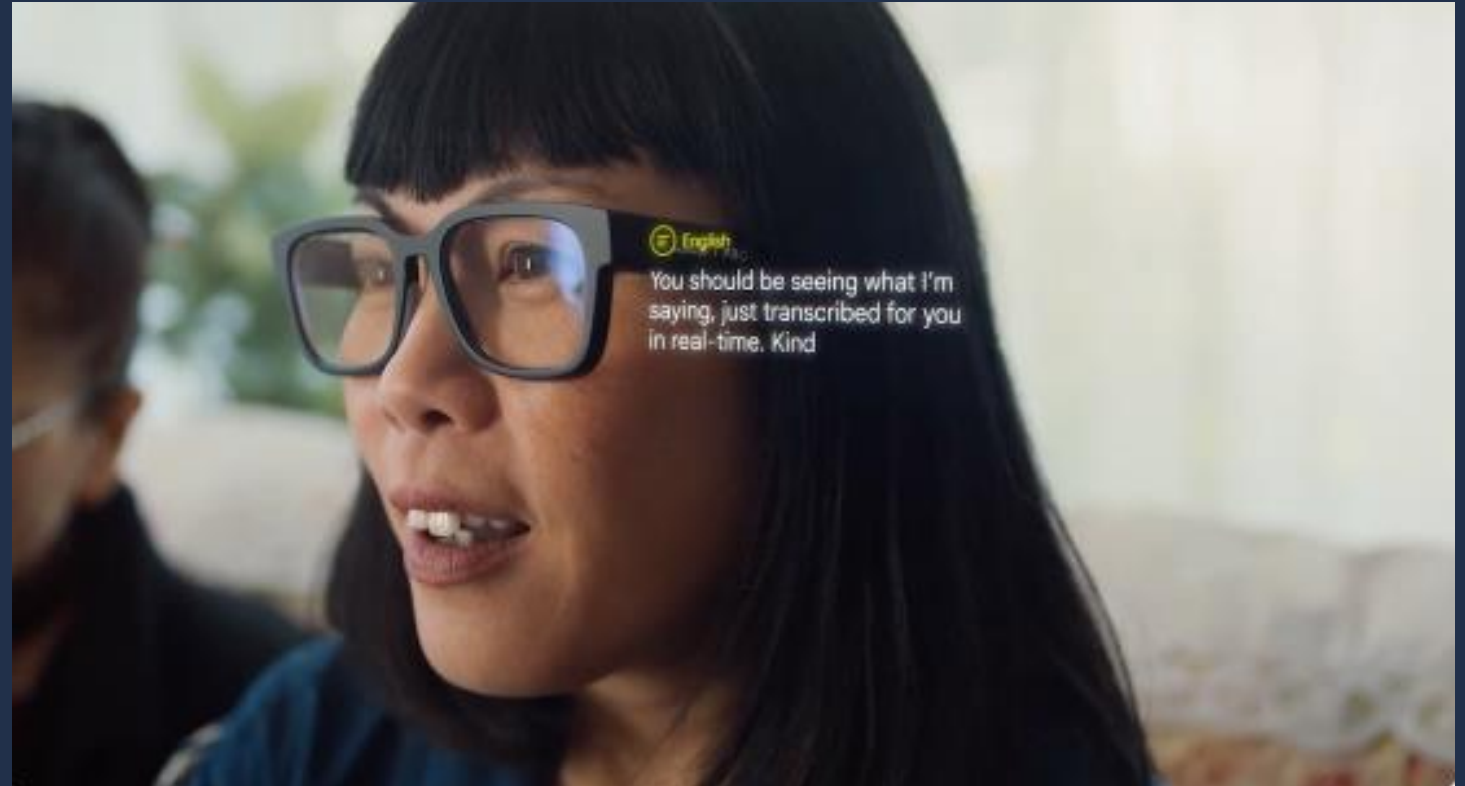
Global  
talent

GigCX  
platform

Managed  
service

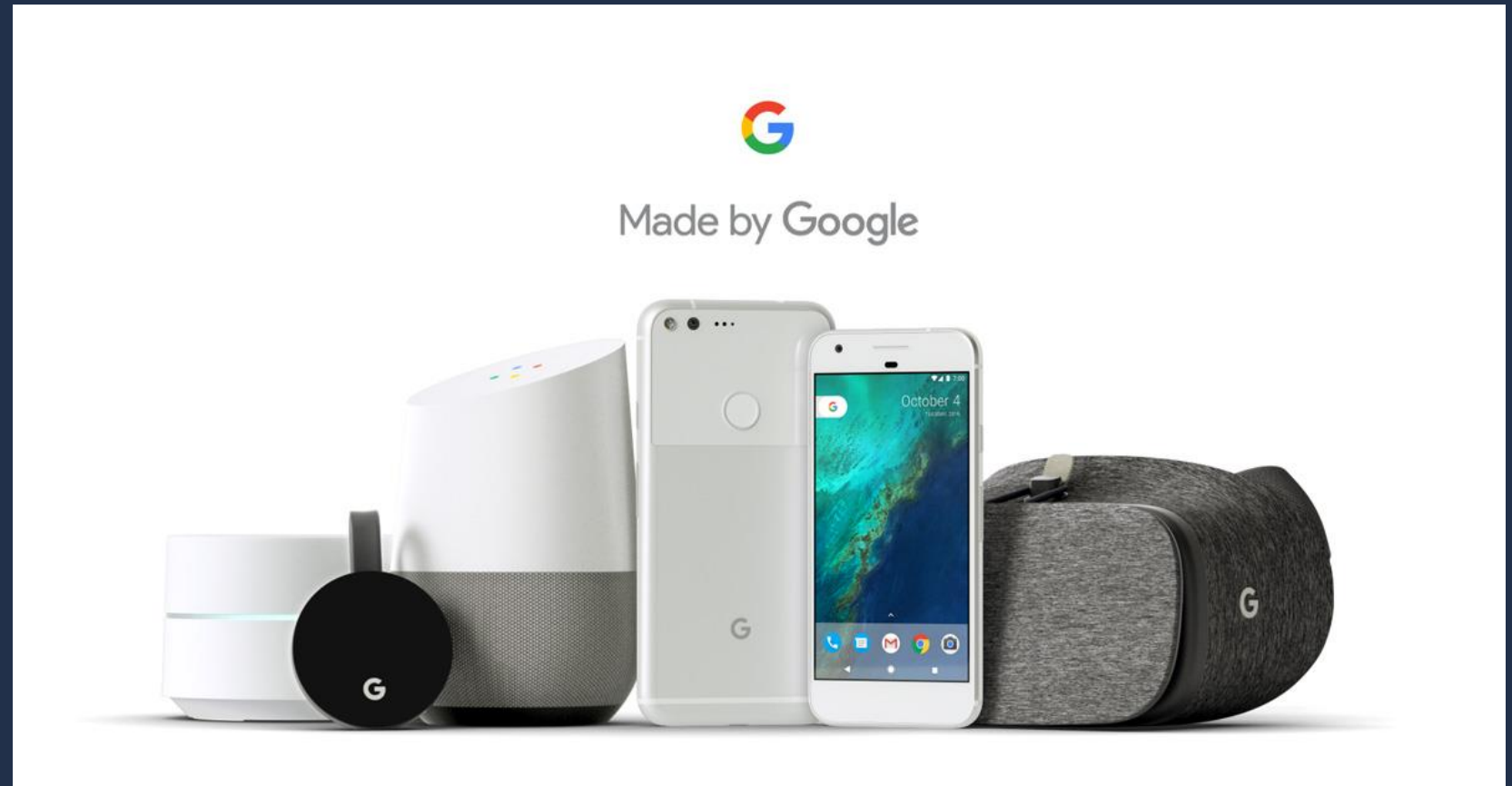
# What did we aim to achieve?

- Source global freelance product experts
- Available 24/7 on-demand
- Incentivise & reward high quality
- A variable pricing model



# Why were we (quietly) confident?

- Google product users in 100+ countries
- People have knowledge of >1 of the 120+ products



# How did we get there?

- Focused on Google Home
- Designed sourcing strategy
- Tested 5 global markets
- Built a knowledge certification & quality assurance program
- Limitless Async Messenger in Help Center





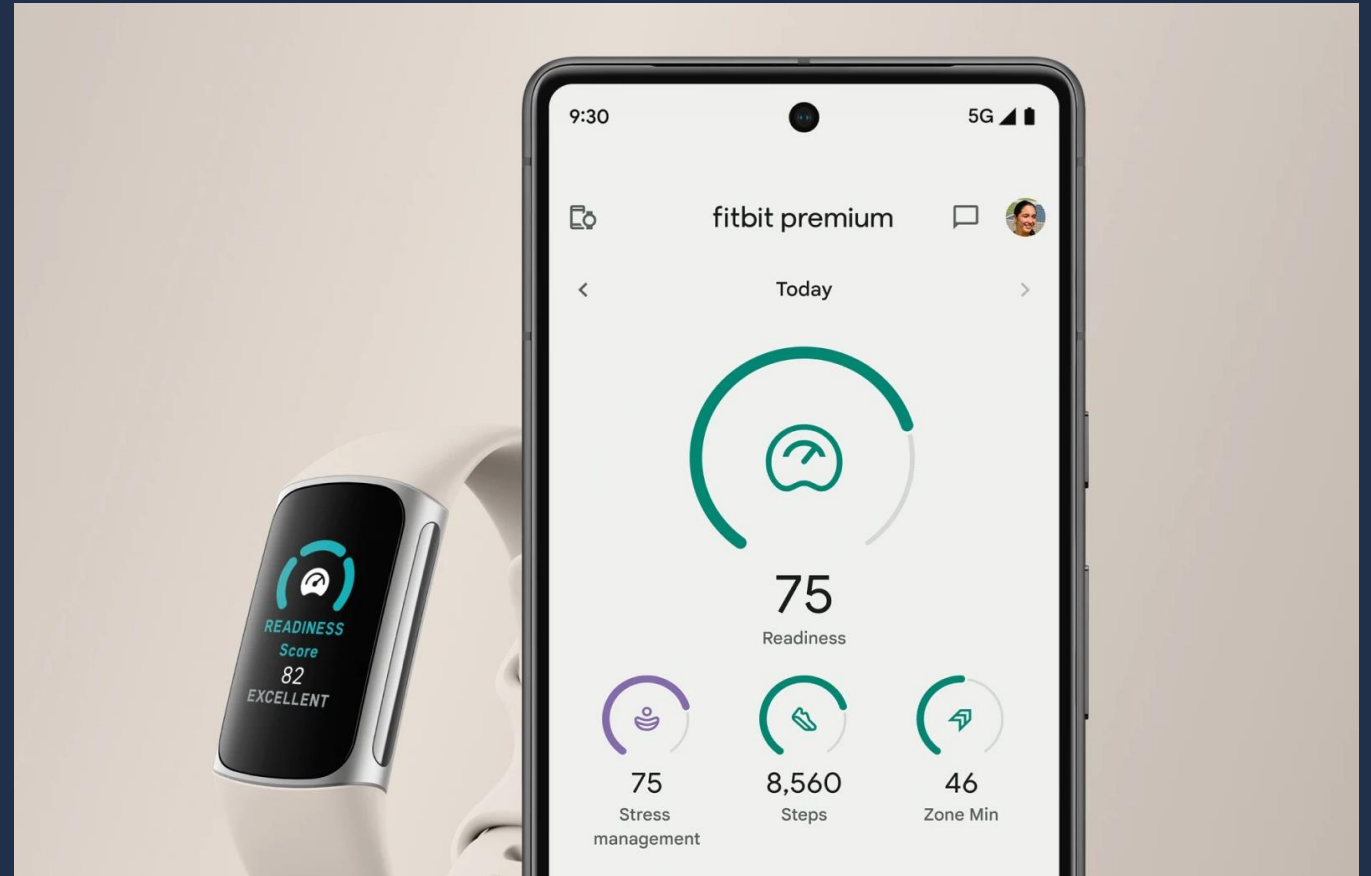
# What could go wrong?

- Will customers be interested?
- Will they have the knowledge & skills?
- How will customers react?



# What did we learn?

- 10x interest to participate
- 85% onboarding pass rate
- Higher CSAT and quality scores
- Cut speed to competency in half
- 200% of forecast handled seamlessly



# What matters most?

- Tap into the knowledge & passion of diverse Google customers
- Build belonging & expand opportunities by rewarding customers
- Be commercially flexible with a lower cost to serve



Want to learn how to build your own crowdsourced network of freelance customer ambassadors for Support, Success, Sales or AI LLM Training?

Just get in touch:

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