alorica

Case Study

Solving Seasonal Staffing Challenges with
Scalable, Strategic Solutions

Challenges

The client, a hotel reservation company, was facing ongoing staffing challenges. While spikes in customer volume were common, they needed a more agile staffing model—one that enabled rapid hiring, onboarding, and speed-to-proficiency within just 30 days. Complicating matters further, their volume fluctuated dramatically due to shifts in travel demand, making it difficult to maintain consistent service levels. The client needed a partner who could help forecast these changes and build a future-ready solution to handle both surges and slowdowns. Fortunately, they chose Alorica as their full-service CX partner.

Solutions

First, we identified a disparity in channel and services support, and created a "One Team Agent" profile that allowed a single agent to support multiple queries simultaneously. Collaborating closely with the client, we developed a dynamic forecasting model to anticipate volume fluctuations and proactively adjust staffing levels. To ensure agility, we deployed Alorica Anywhere, our flexible staffing solution that blends work-at-home and brick-and-mortar operations, allowing us to scale quickly and efficiently.

Results

Alorica launched the account in just three weeks. Since then, we've tripled our headcount, earned Top Performer recognition for Conversion Rates at two sites, and expanded our partnership with the client through new lines of business.

> " I just have to congratulate you and the team for pulling this off. It has been nothing short of miraculous. We couldn't be more pleasantly surprised and appreciative of the effort, energy and the work that went into this project. Huge accolades to you and the team and the effort you put into it. It was very, very impressive. "

Real-World Results

Launched new program in
Three weeks

Tripled
headcount since inception

Consistently awarded
Top Performer
in Conversion Rates