



## Online Car Retailer Uses NexRep Agent Force to Handle Weather-Related Operations Emergency

### Executive Summary

Our client was impacted by a difficult hurricane season in which their entire operations was brought to a stand-still due to Hurricane Harvey.

NexRep swooped in and saved the day with our geo-neutral virtual contact center operations.

### About

Our client is a New York City-based e-commerce company launched in August of 2013 which allows customers to buy, sell and finance used cars online. It was included on Forbes' list of the Hottest E-Commerce Startups of 2015 and was named one of the Hottest Startups in New York City by Business Insider in 2015. They have facilities in Stafford and Houston, Texas. They reached \$900 million in revenue in 2015.

### Our Existing Relationship with This Client Prior to Challenges

Prior to the challenges we will discuss in this case study, this was a client for whom we had been assisting in three different functional areas:

- Sales—we helped their customers buy a car
- Customer Service—if there were issues after the vehicle purchase, we helped service their customers
- Delivery Concierge—once a customer purchased a vehicle, we handled oversight of the logistical company that delivered the purchased car to the customer's doorstep

Their Houston, Texas location housed their onsite sales people for their showroom, their e-commerce salespeople in the call center, and their customer service department.

#### *Sales:*

They had 25 sales agents onsite in their Houston brick-and-mortar facility and we supplemented that with 120 independent contractor sales agents who serviced from their homes across 42 U.S. states. The client also had a team of salespeople in their showroom. That was their entire salesforce. NexRep represented the largest part of it.

*Customer Service:*

The client also had 12 customer service people in-house at their Houston facility. We had 50 independent contractor customer service agents who serviced from their homes across 42 U.S. states.

*Delivery Concierge:*

We also developed and ran a delivery concierge group for this client to help the trucking fleet that delivers the cars. The hurricane came and shut that entire operation down.

### Challenges

Our client had the bulk of their call center operations based in Houston, Texas. In August 2017, the massively destructive Hurricane Harvey hit Houston. Harvey produced winds up to 132 mph and was 200 miles in diameter when it hit landfall as a Category Four storm. At Harvey's worst, roughly 336,000 people across Texas lost power, including our client's operations facilities.

### How We Helped

Because of NexRep's unique geo-neutral business model, we were able to come to the rescue and solve the challenges our client was facing in the days of the storm and during the days immediately following, after the storm had subsided. Through it all, we were able to deliver the level of quality and responsiveness they needed to react to the weather crisis they were experiencing.

Hurricane Harvey shut down our car client's entire operation for three days in two different locations in Texas -- not just their customer service call center but also their sales departments. NexRep was there to completely and seamlessly swoop in and take over for them on both fronts.

Because of our weather resistant agent population we were able to assist our client with all of their customer service and sales needs during the time period during the storm and during the aftermath and recovery from the storm that followed. We source our agents from 42 states around the country, allowing us to be impervious to the challenges a traditional brick-and-mortar call center faces when a storm of this magnitude hits a focused geographical area.



Due to Hurricane Harvey, our client completely shut down all operations; they were without power for three days and unable to operate during that three-day period.

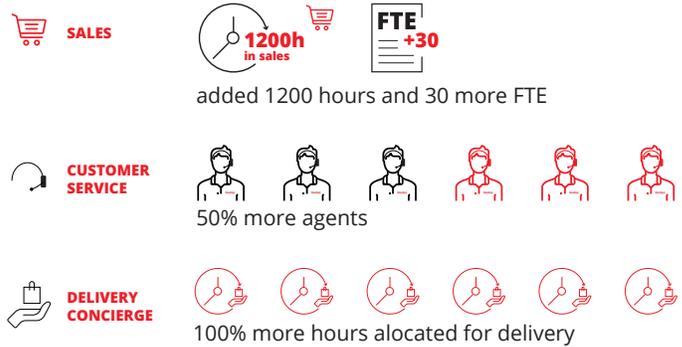
### Our Client's Story

This client housed the lion's share of their operations in Texas. It was in this facility where they had a beautiful showroom and fulfillment center from which they manage sales of high end used cars. Their operation worked like this:

- A high-end used car arrived at their facility and was determined immediately to either be a wholesale car, or a car slated for re-sale on their online platform
- Once that process was complete, if the car was determined to be best for wholesale it was put on a truck and sent out for auction
- If it was determined that the car was eligible to be sold with their online tool, it went through a refurbishment process which included a forty point inspection and any necessary updates were done to the vehicle

### What We Did

We were able to flex up our independent contractor team during the days of our client's storm outage and save them millions of dollars in revenue that would have been lost if we had not come to their rescue. We swooped in and took over all contact volume normally allotted to their internal brick-and-mortar staff. There was an increase as well in the volume of contacts as a result of their inability to deliver cars due to the hurricane. Volume spiked and we handled it all because we had agents all across the US in states not impacted by Hurricane Harvey. Without skipping a beat, we handled all their contacts during that time: in sales, customer care and delivery concierge.



Because of our ability to flex up for our clients, the view from this client's customers was as if our client was never impacted by Hurricane Harvey at all. This is a story about our distributed workforce and the fact that our agents are geographically diverse, which allows our workforce to be available to our clients 24/7/365.