



## Surge and Seasonal Support

### Be ready when support demand surges

From hurricanes to mass recalls, product launches to data breaches, the ability to efficiently and effectively flex the workforce is critical to maintaining high-quality CX.

Sudden spikes don't just include catastrophic events. New product launches or large-scale programs such as the Olympics can add strain to support teams and their ability to meet customer needs, even if they are expected. Some events are seasonal and can be planned for, like health insurance open enrollment, tax time, or the retail holiday shopping season. While others such as natural disasters test a company's ability to respond in real time to life or death situations. Now more than ever, companies must prepare for the unexpected and plan for customer support spikes.

### How we keep you ready

TTEC understands that surges typically occur during stressful times for customers and that a genuine, human interaction can make a real difference. We have experience helping some of the world's largest brands and government agencies manage large support spikes. Our proven approach provides the knowhow and care in quick-acting situations:

- **Surge and seasonal experience** - We've served both planned and unplanned high-volume events for years. From talent acquisition to training, technology, and care operations, we are experts at ramping up or down quickly to meet demand.
- **Surge hiring best practices** - Talent acquisition teams are ready to mobilize to find and train on-premise or at-home associates with the right skills and credentials to handle any support situation.
- **Site selection** - Choose from onshore, nearshore, offshore, or at-home options, including local associates who can add empathy and a personal connection to the situation.
- **Flexible staffing** - Both at-home and non-dedicated employees can help manage the unique aspects of each situation and can be ramped up quickly.
- **Surge insights** - Our surge support experts can help put everything in place to be ready to act at a moment's notice.

### What We've Done

When Hurricane Harvey struck Houston, Texas in 2018, thousands of people were displaced from their homes, leaving many with nothing but what they could carry. FEMA needed a partner to operate registration and help-line calls from those affected.

Our solution launched nine CX centers in less than a week, comprised of a mix of existing, partner, and new TTEC locations, many in directly affected areas. The program lasted 72 days and was extremely successful in providing support to hurricane victims and their families in Houston, Florida, Puerto Rico, the Virgin Islands, and wildfire victims in California.