

# Managing Losses in 2024 Hurricane Season

## The Challenges

- High claim volume during demand spikes
- Rapid high-quality service scaling
- Onboarding new agents to current systems

## The Solutions

- Accessing a global open pool of 78,000 trained agents
- Incorporating work-from-home solutions for qualified candidates
- Integrating with existing training systems to quickly onboard agents

## The Results

- No call wait times
- Exemplary care in high-stress situations
- Improved agent productivity to accommodate peak seasons
- 50 FTEs in 24 hours
- 100 FTEs in 48 hours
- 150 FTEs in 72 hours

## Insurance Services Firm Responds to Increased Demand during Hurricane Season

Natural disasters devastate individuals and communities at a moment's notice, increasing demand for immediate care and recovery solutions. This insurance services firm provides fast, secure solutions for insurance claims during these troubling times. A careful approach to real-time customer care solutions kept responses flexible, scalable, and transparent for millions of customers in the 2024 hurricane season.

## Finding Footing with Selective Hiring during Peak Times

This company faced rising contact center support demands in 2024 as Hurricanes Helene and Milton raged through the southeast United States. The Category 4 and 5 hurricanes claimed more than 200 lives and \$25 billion in total insured losses, the latter being the most expensive for any natural disaster in the US that year. This highlighted key challenges for the firm and its on-site agents:

- **Rapid Scaling:** The company experienced a wave of insurance claims during the 2024 hurricane season, straining resources.
- **Quality Training:** The firm needed to not only quickly activate agents but also train and streamline the onboarding process to keep up with the immediate demand for first notice of loss claims.

Responding to disasters demands a cool head under immense pressure, and the company knew where to turn to assist in the undertaking.

## Supplying Agent Support for Proportional Claim Requests

The claims firm initially partnered with [ROI CX Solutions](https://www.365roi.com), a trusted leader in contact center operations with vast resources equipped to handle disaster response, during Hurricane Helene. This relationship prepared

## About ROI CX Solutions

Established in 2008, ROI CX Solutions has always been committed to delivering client-centric solutions, even amidst economic challenges. The efforts of ROI CX Solutions have generated over \$22 billion in revenue for their partners. Offering services in 29 languages, their dedication to excellence has been recognized in the 2022 Inc. 5000 list.

the duo to respond to insurance claim demands from Hurricane Milton just weeks later.

ROI leveraged their pool of 78,000 qualified global applicants for screened, trained agents that were ready to work within 72 hours. This approach resulted in 50 full-time equivalents (FTEs) within 24 hours, 100 FTEs within 48 hours, and 150 FTEs within 72 hours.

Automated digital processes also assisted in hiring and onboarding candidates to ensure high standards were met in the agent selection process. This relevant, quality care improved customer satisfaction while maintaining efficient operational processes and costs for the insurance services company.

### Integrating with Existing Systems to Process Claims

Through this collaboration with ROI, the firm prepared their processes for upcoming natural events and set an example for the insurance claim industry in key areas:

- **Scalable Operational Processes:** The company demonstrated expertise in scaling their workforce up and down based on specific situational needs, providing much-needed relief with accurate and timely care.
- **Operational Flexibility:** The firm and ROI utilized work-from-home strategies and digital tools such as call automations and docu-signing to streamline the workforce hiring process. This allowed for more accurate forecasting and fulfilling staffing levels amid unpredictable events.

Unified in solutions and strategies, this insurance services company and ROI kept their cool and maintained flexibility during disaster periods, ensuring a responsive, cost-efficient, and sustainable business model for the disaster insurance claim team.

Could **ROI CX Solutions** be the solution you need?  
**Let's chat!**



**50 FTEs within 24 hours**

**100 FTEs within 48 hours**

**150 FTEs within 72 hours**

**Agents outside disaster zones provided exemplary care**

**Prepared for future emergency disaster claims**



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