

Leading Financial Services Organization Partners with Liveops to Scale Inbound Support and Improve Call Resolution

Scalable U.S.-based support will absorb increased demand, improve routing accuracy, and preserve specialized internal resources for higher-value client needs

SAN FRANCISCO, CA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Liveops, a leader in [flexible customer experience outsourcing solutions](#), today announced a new partnership with a leading organization serving the [financial services](#), insurance, and wealth management industries to provide scalable, U.S.-based support following significant business expansion and a corresponding increase in inbound customer demand.

Following significant business expansion, the organization needed a support model that could absorb higher demand without diverting specialized internal resources for more complex, relationship-driven work. Liveops will provide a scalable front line, with experienced agents within its U.S.-based network identifying caller needs and routing each interaction to the appropriate internal resource.

The model is designed to create a more efficient path to resolution while allowing the organization to scale support capacity in line with demand.





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*Molly Moore, President & COO
at Liveops*

"The goal isn't simply to help this organization manage more volume. It's to build an operating model that can scale the business without adding unnecessary complexity," said Molly Moore, President and Chief Operating Officer at Liveops. "By putting the right support at the front of the interaction, we're helping give their teams the capacity to stay focused on the relationships and expertise where it creates the greatest value."

Liveops was selected for its ability to combine experienced [U.S.-based talent](#) with a flexible delivery model that can scale with demand while maintaining structured

workflows, consistent quality, and clear operational oversight.

Designing the Front Line Around Faster Resolution

The customer service agents within Liveops' network will serve as the first point of contact for inbound calls, using structured workflows and predefined routing logic to quickly determine caller intent and connect each interaction with the appropriate resource.

The engagement is designed to address three key operational priorities:

Scaling with demand. Liveops will provide scalable U.S.-based voice support to help absorb increased call volume without building equivalent fixed internal capacity.

Improving routing and time-to-resolution. Agents will identify caller intent and apply established business rules to route interactions, helping reduce misdirected calls and unnecessary transfers.

Preserving specialized expertise for higher-value work. By managing front-line intake and triage, Liveops will reduce routine interruptions for internal teams whose expertise is better directed toward more complex activities.

The engagement reflects a broader challenge for growing enterprises: ensuring customer operations can scale without allowing increased demand to create additional complexity, slower resolution, or unnecessary pressure on specialized resources.

By aligning flexible capacity with clearly defined workflows and escalation paths, organizations can support growth while maintaining the quality and consistency their customers expect.

About Liveops

Liveops is redefining what outsourced customer service means in a modern, always-on world, built on the belief that genuine connection drives brand loyalty. For over 25 years, we've paired cutting-edge technology with trusted, remote, and empathetic human expertise to deliver agile, high-touch customer support solutions that scale with precision and care. As pioneers in the flexible workforce model, we bring global reach with unmatched adaptability, helping brands meet customer needs, anywhere, anytime. From complex interactions to seasonal surges, we proudly serve Fortune 500 and enterprise clients, delivering personalized experiences that earn trust and drive lasting impact. It's not outsourcing, it's outsmarting.

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