

RESOURCES / CASE STUDIES

THE CONNECTION • BPO • MULTI-CLIENT MESSAGING

\$61 to \$100 per agent hour on messaging

The Connection, a U.S. based BPO, runs live chat, SMS, Facebook, Instagram and WhatsApp for many clients from one Palera workspace. Its agents now earn far more per hour than they did on voice.

\$61 to \$100

revenue per messaging agent hour

About \$25

per hour on voice before

Up to 20

paid conversations per agent hour

THE CHALLENGE

What was in the way

- Legacy contact center platforms could not show many clients and many messaging channels in one clean view.
- The team kept stitching tools together to serve each client, which cost time and margin.
- Voice alone capped what each agent could earn per hour.

WHAT CHANGED

What Palera changed

- Agents handle many clients and channels at once in one workspace, with routing that balances availability and client expertise.
- Hybrid agents run live chat plus a small volume of SMS and social messages. Messaging agents work SMS, Messenger, Instagram and WhatsApp.
- AI qualifies leads and summarizes each conversation before a live agent picks it up, so nobody starts blind.

RESULTS

Revenue per agent hour

AGENT TYPE	VOLUME PER HOUR	REVENUE PER HOUR
Hybrid: chat plus messaging	7 to 8 chats at \$8, plus 1 to 2 messages at \$5	\$61 to \$74
Messaging only	Up to 20 messages at \$5	Up to \$100
Voice, for comparison		About \$25

Messages include SMS, Facebook Messenger, Instagram DMs and WhatsApp. Palera layered onto the existing stack, with no rip and replace.

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Palera represents a paradigm shift beyond traditional CCaaS platforms. Legacy systems simply cannot compete with how Palera handles multi-client, multi-channel conversations while keeping context intact. Incorporating it into our operations has opened new revenue streams and delivered margins that are unheard of in our industry today.

Fred Weiner
CEO, The Connection

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We've worked with the well-known legacy CCaaS giants, and none of them could manage multiple clients and messaging channels in one clean view. We always had to cobble something together. With Palera it just works and our agents are far more efficient than on any other platform.

Danielle Rabinowitz
Senior Manager of Customer Operations, The Connection