



# The Strategic Staffing Advantage: Inside Signpost's Contact Center Transformation

Signpost wanted more than a staffing fix, so they sought out a true operations partner. Here's how Jobsity helped them retool their contact center from the ground up and optimize for future success.

# The Company

Signpost provides **virtual receptionists for local home services companies** to improve their efficiency and customer satisfaction.

Signpost's complete customer coverage means their clients book more jobs and better serve their customers with instant responses and friendly, live agents.





# The Challenge

In 2024, Signpost set out to **make their virtual receptionist offering the best in the market.**

To get there, they needed to optimize operations and drive more profit, all while reducing the cost of staffing and maintaining the high quality customer service they are known for.

The complexity of being a 24/7 provider for a range of types of businesses created issues with consistent call quality and a shortage of agents during high-volume periods.

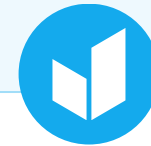
They required a true contact center partner to improve staffing and provide consulting on workforce management, data analytics, and technology.





# The Solution

To meet the complex needs of Signpost's shared support model, the Jobsity team dug in to the operational data to **diagnose existing issues** and **establish new standards** and qualifications for agents who could meet the demands of the role.



The Jobsity team leveraged those findings to:

- ✓ Architect workforce management solutions that eliminated the staffing gaps and call quality issues in Signpost's 24/7, 365 coverage model
- ✓ Accelerate their Genesys AI integration to sharpen call scripting and lift agent performance across the board
- ✓ Recruit seasoned LATAM contact center pros to keep up with Signpost's demanding, high-variety call load

**The new team proved highly effective for Signpost, and they realized added benefits from Jobsity's built-in support from managers, trainers, and QA.**

# The Outcomes

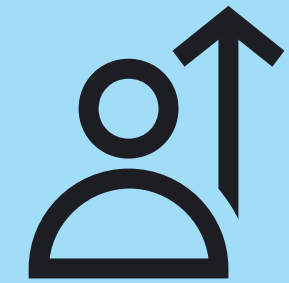
**40%**

savings on staffing costs while maintaining high quality engagements for a complex call load



**95%**

agent retention rate, above the industry average



**98%**

of KPIs met month-over-month including QA, After Call Work (ACW), and adherence on queue



**85%**

of calls answered within 30 seconds, meeting Signpost's SLAs





**Lucas Wilson**  
CEO at Signpost

“I see Jobsity as a **true strategic partner that goes far beyond just staffing**. They’re helping us transform and grow the business with capable agents, data insights, and workforce management consulting. With their guidance, we’ve also been able to implement technology that best fits our needs and goals.”

# Discover the Jobsity Difference

Jobsity builds **managed teams that grow with you**. Bilingual professionals trained in US business culture, supported by operations experts, and powered by leading CX technology.

Deliver seamless service, 24/7, with people who care as much as you do.



Get access to **the global talent pool** – the very best the world has to offer.



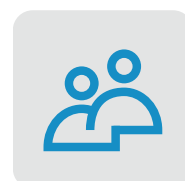
Grow your team at a sustainable pace at **competitive rates** with no hidden fees.



Enjoy a **stress-free recruitment** process, with a risk-free trial to ensure a great fit.



Benefit from continuous **upskilling**. Our staffers' talents don't atrophy, they evolve.



Integrate nearshore staff into your in-house team so they can **collaborate seamlessly**.



Achieve **team unity** through shared workplace expectations and cultural alignment.



**Easily communicate.** Jobsity staffers are fluent in English and work in the same time zones as their clients, making impromptu meetings easy.

Ready to grow your contact center operations with top-notch, affordable agents? [Contact us](#) for a free consultation.





# Thank You

Your Vision, Our Talent

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