

CLIENT OVERVIEW

24^{hour} home care

A leading provider of home care services based in California.

CHALLENGES

After years of rapid growth and multiple acquisitions, 24 Hour Home Care's contact center was stretched thin. Their onboarding teams were responsible for both onboarding new caregivers and answering incoming calls. As the client base grew from 4,000 to 20,000, the call volume quintupled, while team size remained the same.

"We were growing fast, and our internal teams were stretched to the limit. We needed more than just extra hands—we needed a partner who could help us scale with purpose and deliver a better experience for our clients," says Justin Webb, SVP of Operational Excellence at 24 Hour Home Care.

Meanwhile, they were about to roll out a new time-tracking app, Careforce, to their caregivers.

KPIs AT A GLANCE

7.3 seconds

Speed of Answer

91%

One Touch Resolution

92,000 calls

Call Volume

**92.9% in
3 months**

Careforce Adoption

98%

Quality Score



"This was our first experience with a BPO partner, and it fundamentally shifted our view of what's possible. It demonstrated how the right partnership can accelerate performance and drive meaningful transformation."

Justin Webb

SVP of Operational Excellence

PEAK SUPPORT QUICKLY BECAME AN ESSENTIAL PARTNER— FAR MORE THAN A CALL CENTER VENDOR.

Peak Support built two specialized teams:

Contact Center Team

This team grew to 59 agents and tackled the chaos head-on. They streamlined call routing, implemented Salesforce optimizations, and slashed hold times.

Within months, Peak Support was handling 92,000 monthly calls, saving the internal team 14,000 hours—an average of 5.3 business days per month for each internal team member. “That alone has been tremendous,” Webb says.

Peak Support’s tech partnership was also critical. After Peak Support optimized Salesforce, the average speed of answer dropped from 80 seconds to just 7.3 seconds.

Surge Team

The Surge Team was built to get caregivers to sign up for the Careforce app. It scaled from 50 to 158 agents and quickly became a Swiss Army knife for 24 Hour Home Care. The team identified bugs, drove adoption and uncovered barriers which they communicated back to the internal team.

They took over leading caregiver open houses—live Zoom information sessions to answer caregiver questions. The sessions prevented thousands of calls from hitting other teams.

“They’ve been able to pivot to whatever we need,” said Amanda Machado, Senior Manager of Operational Excellence.

RESULTS

This isn’t just a story about answering phones faster. It’s about transformation. Peak Support helped 24 Hour Home Care shift from reactive to proactive, from fragmented to unified, and from overwhelmed to empowered.

They didn’t just support—they led.

Says Webb: “This wasn’t just about improving service—it was about evolving how we operate. Peak Support helped us make that leap.”

