OMAHA STEAKS MAKES THE HOLIDAYS TASTIER WITH MANAGED DAAS

It All Started with a Challenge:
Huge seasonal demand. Rapid scale.

When the holiday season rolls around, meat and seafood lovers start to salivate, anticipating the gift of gourmet food from Omaha Steaks delivered directly to their doorstep.

However, the everyday carnivore would be blown away to learn how much goes into making the steak dream a reality for the hundreds of thousands of orders placed at the same time. It is this seasonal popularity that presented Omaha Steaks with a difficult operational challenge:

• Leverage a WFH agent model to significantly scale the customer engagement center for a few months per year
• Deliver a robust and consistent WFH agent experience
• Maintain security and compliance regardless of agent locale

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Key Focus: Best-in-Class Customer Engagement
The Omaha Steaks customer engagement centers/program was a the focal point of the business challenge. While there was an existing hub-and-spoke architecture in place (brick-and-mortar contact centers + WFH agents), making changes - scaling up or down - took a long time and, in the case of expansion during the holidays, was difficult and cost prohibitive.

With the agility, security and homogenous desktop experience Dizzion Managed DaaS brought to its WFH agent population, Omaha Steaks was able to operate more efficiently, delivering proper coverage during seasonal spikes with greater ease.

ABOUT OMAHA STEAKS
A passion built into a company. A company built into an icon. One thing at the center: THE BEST STEAKS IN THE WORLD.

• Since 1917: 100+ years of operational excellence
• 50+ retail stores, 3 processing locations, 2 distro centers, HQ
• 1,800 employees

IN THEIR WORDS
“With Dizzion, we were able to deliver a high level of support to our distributed agent base. The tools and dashboards are excellent and represent a crucial part of the overall solution.”

CIO - Omaha Steaks
“Dizzion managed DaaS enables us to respond faster and more effectively to unpredictable business change. Their proven global performance means our steak experts are able to deliver the same best-in-class service, working from home.”

Nate Rempe - CIO, Omaha Steaks