

See how Motor Trend delivers **24/7 omnichannel support** with **2X burst coverage**



What they are saying about Influx:

“The Influx team is incredibly easy to work with and they have taken great interest in our business which makes things so much easier. I consider them an extension of our team.

We’re now delivering fast resolutions at all hours, across all channels, while covering seasonal bumps and launches.

We started with a simple Support as a Service team, and now have a combined team of 5+ agents and Support as a Service agents.”

MOTORTREND - Erin Sprinkle, Head of Customer Experience

[Motor Trend on Demand](#) is an automotive entertainment platform streaming shows including Roadkill, Top Gear America, Wheeler Dealer, Celebrity Rides, and Motor MythBusters. Customers have exclusive access to live events, behind-the-scenes coverage, new releases, and more in a simple on-demand format.

INFLUX TEAM SETUP:

- 10 agents across 3 regions
- [24/7 support](#)
- Omnichannel coverage for email, chat, and social media
- [Burst & scale up capacity](#)

INFLUX TEAM RESULTS:

- 3,000+ conversations p/month
- 30-minute response time, 24/7
- 2x burst capacity over the holidays
- 2x increase in one-click resolutions

Getting started with Influx:

Motor Trend On Demand came to Influx after parting ways with a previous support provider. They wanted to build an extension of their in-house team to handle coverage across multiple regions for email, chat, and social media.

Influx created a hybrid team of five [dedicated agents](#) covering 16 hours per day and a Support as a Service team for weekends/bursts. Agents are located in Jamaica, Indonesia, and Kenya.

The team handles 3,000+ conversations/month with 30-minute response times. Within the first three months, there was an 81% reduction in first response times with a 2x increase in one-click resolutions. The team scales 2x for burst coverage during the holiday season and has been integral in assisting with internal system changes over the years.