Company Overview

Expivia Interaction Marketing Group

100% USA-Based • AI-Powered Quality Assurance • All-Inclusive Pricing • Zero Offshore

Who We Are

Expivia Interaction Marketing Group is a 100% USA-based contact center BPO headquartered in Erie, Pennsylvania. Founded by Tom Laird, who brings 30 years of contact center operations experience, Expivia has grown from 60 seats to more than 600 without ever sending a single seat offshore.

We are the only BPO on the NICE CXone Executive Customer Council. We built OttoQA, our own AI-powered quality assurance platform that scores 100% of calls for quality, compliance, and sentiment in real time. Every Expivia client gets it included at no additional cost.

Key Facts

Founded	Headquarters	Agent Seats
2011	**Erie, PA**	**600+**
Offshore Seats	Platform	QA Technology
Zero. Ever.	**NICE CXone**	**OttoQA (proprietary)**
Pricing	Google Rating	Compliance
$28–35/hr all-in	**4.8 stars**	**HIPAA / PCI / SOC2**

Services

- **Healthcare Contact Center —** HIPAA-compliant, empathy-trained USA agents. Clinical escalation protocols. OttoQA on every patient call.
- **Financial & Insurance —** PCI/SOC2 secure support for banks, fintechs, and insurers. Fraud prevention. Secure payment processing.
- **Retail & Ecommerce —** Brand voice protection. Omnichannel support across voice, chat, email, SMS. Peak season scaling.
- **Government & Social Services —** Mission-critical populations. USA-only agents. SLA accountability.
- **211 Program Support —** Crisis intervention. Community resources. Multilingual. Compassionate USA agents. 24/7.
- **AI Self-Service —** Virtual agents on NICE CXone Enlighten. Per-minute usage model. Seamless handoff to live agents.

AI Technology Stack

AI is integrated into every layer of our operation. Not one chatbot. An infrastructure built to make every agent and every call better.

- **OttoQA —** Proprietary AI platform. Scores 100% of calls for quality, compliance, and sentiment. Built by Expivia.

- **Agent Assist —** Real-time AI guidance, auto-summarization, and coaching prompts during live calls.
- **AI Virtual Agents —** NICE CXone Enlighten. Per-minute pricing. Handles routine calls with seamless handoff.
- **Predictive Analytics —** Trend detection, coaching opportunities, and performance forecasting.
- **Intelligent Routing —** Skills-based, data-driven call distribution.
- **REDO Training —** AI-powered customer simulations. Agents practice before their first live call.

Compliance & Certifications

HIPAA Compliant • PCI DSS Certified • SOC2 Compliant • NDA/BAA Available • USA Data Handling Only

Pricing

USA LIVE AGENTS

$28–35 per hour

All-inclusive. Agents, telephony, QA, OttoQA AI, Agent Assist, supervisors, dashboards, training, CRM integration. One price. No add-ons. No hidden fees.

AI VIRTUAL AGENTS

Per minute

Usage-based. AI-powered virtual agents on NICE CXone Enlighten. Seamless handoff to live USA agents when needed. Pay only for minutes used.

Setup: Never more than $10,000.   **Contracts:** No punitive lock-ins. Performance-based retention. **Minimum:** 10 dedicated seats.

14-Day Implementation

Days 1–3	Discovery, scoping, and workflow mapping. Your program, your systems, your pain points.
Days 4–7	Systems integration. CRM connected. Telephony configured. QA frameworks built. Dashboard live.
Days 8–11	Agent training with REDO AI simulations. Agents sound like your team before the first live call.
Days 12–14	Pilot launch. Full OttoQA monitoring. You watch quality in real time from day one.

SLA Benchmarks

Metric	Target
Average Speed of Answer	**< 30 seconds**
Service Level	**80% answered in 20 seconds**
First Call Resolution	**> 70%**
Abandonment Rate	**< 5%**
QA Score (OttoQA)	**> 90 (100% of calls scored)**
Schedule Adherence	**> 92%**
Agent Occupancy	**75–85%**

Channels, Availability & Industries

Channels: Voice (inbound & outbound), Live Chat, Email, SMS/Text, Social Media, Back-office/ticket processing.

Availability: 24/7/365 coverage available. Business hours, extended, overnight, holiday, and weekend shifts.

Languages: English (primary), Spanish.

Industries: Healthcare & Health Tech, Financial Services & Insurance, Retail & Ecommerce, Government & Social Services, 211 Community Programs, Technology & SaaS, Telecommunications.

Reporting & Transparency

- Real-time dashboards — same view as our operations team. You see what we see.
- OttoQA reports — quality, compliance, and sentiment on every call.
- Daily, weekly, and monthly program reviews with your client services manager.
- Custom KPI tracking and alerting.
- Quarterly executive business review.

Leadership

Tom Laird — Founder & CEO

30 years contact center operations. Host of Call Center Geek (400K+ downloads). Author of False Hustle. NICE CXone Executive Advisory Board. ICMI Top 25 CX Thought Leader.

Ready to talk?

Book a 30-minute discovery call. No pitch deck. No pressure.

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