

OneTouch Direct Triples Conversion Rates with **Second Nature to Edge Ahead of the Competition**

The Results

- ✓ Agents reached competency in 550 chats instead of 650 chats
- ✓ Conversion rates more than tripled, going from 12% to 49% in 30 days
- ✓ Average Handle Time (AHT) fell from 20–28 minutes to 15–20 minutes
- ✓ OneTouch Direct sharpened its competitive edge

THE COMPANY

OneTouch Direct is a BPO contact center that delivers sales and customer support services for over a dozen clients across a range of industries. Its 2,000+ agents in four countries provide live chat and calls over a range of channels.

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With Second Nature, there's no emotion, there's no favoritism, and every single thing is consistent. Every single person is going to get coached exactly the same way. To me that's the biggest win.

AVRIL KEVILL
QUALITY MANAGER, ONETOUCH DIRECT

THE PROBLEM

Time to Competency; Agents Gain Soft Skills on the Job

- Speed to competency needed to increase
- Challenging customer support calls required strong soft skills coaching
- Agents were using live calls as practice
- Agents needed personalized coaching

Speed to competency is an ongoing concern for a busy BPO, which like most, experiences high agent turnover. Before Second Nature, OneTouch Direct's coaching was resource-heavy and focused on product and client knowledge, leaving little time to practice conversation skills. Agents learned on the job, making mistakes which squandered sales opportunities and caused frustration.

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You train these people how to use the customer's tool, but when you put them out there and they're taking calls for the first time, they haven't spoken to anyone. Sometimes there hasn't been enough time for them to do any mock calls before going live.

ANGELO MOLE
BUSINESS ANALYST, ONETOUCH DIRECT

Additionally, OneTouch Direct agents often handle complicated queries from business customers who expect a high standard of support. Agents frequently struggled with these calls, resulting in long call handling times and low CSAT scores.

As Quality Manager, Avril Kevill oversees the full spectrum of customer-facing performance, from sales effectiveness and customer experience to quality and compliance. Coaching is where all of these priorities come together. Avril recognized the importance of tailoring guidance to each agent, but delivering that level of personalization using traditional methods proved difficult. Another challenge was maintaining consistency.

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There was a lot of inconsistency around coaching. Each supervisor may be coaching differently, and may not know as much as they need to know. So at times we are teaching agents how to do it wrong.

AVRIL KEVILL
QUALITY MANAGER, ONETOUCH DIRECT

THE SOLUTION

Second Nature's Interactive and Personalized Modules

- Implementing Second Nature for voice calls and live chat, covering soft skills and sales and process knowledge, for ~70 users so far
- Introducing Second Nature for smaller cohorts and specific challenges, covering a range of use cases.
- Incorporating Second Nature into one hour of practice per day, per module
- Dedicated follow up and personalized modules are key to success
- Second Nature identifies which users need extra support, and in which areas

OneTouch Direct's managers liked that Second Nature makes role play practice interactive and fun. Second Nature's ability to cover soft skills and sales and process knowledge, and practice for both voice calls and chat, clinched the deal. The company adopted Second Nature in October 2025 at its San Antonio, TX and Bogota, Colombia locations, with approximately 70 users completing 200 sessions so far.

Initially, OneTouch Direct introduced Second Nature to support struggling agents, for smaller cohorts, and for specific challenges. Second Nature was incorporated into the company's regular coaching program, with agents expected to do hands-on practice for one hour per day per module.

Avril, who spearheaded adoption, created learning sessions manually until Second Nature's AI Course Creation was released in November 2025. She built sessions for many sales and support use cases, including discovery calls, product sales, and customer service live chat. Second Nature experiences include an AI whiteboard where agents can get live feedback about a disappointing call.

The company implemented Second Nature for "nesting," when mentors help new hires adjust to live conversations in 3:1 groups. Avril uses Second Nature to review each agent's calls and chats, identify their areas of opportunity, and create a small personalized module for each agent.

What makes the real difference is follow-up to ensure that agents transfer skills from their Second Nature sessions to real life. Once agents bring their new skills into live conversations, their metrics go up.

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Where Second Nature came in is to pinpoint exactly where each agent's strengths are and each agent's areas of opportunity are, and create different kinds of coaching modules. It really helps the agents learn and understand a lot faster. So it's real personalized one-on-one practice that closes all the gaps to make sure that we don't have them fail.

AVRIL KEVILL
QUALITY MANAGER, ONETOUCH DIRECT

THE RESULTS

Time to Competency Drops, Sales Triple, CSAT Scores Rise

- Agents reach competency 15% faster, in 550 chats instead of 650 chats
- Conversion rates rose from 12% to 49% in 30 days using Second Nature daily
- Practice shifts from live conversations to AI role plays
- Coaching is consistent across the organization
- Soft skills improve, cutting AHT from 20-28 minutes to 15-20 minutes and boosting CSAT and NPS scores
- OneTouch Direct uses its new metrics to improve contract terms and attract new business

Second Nature had a noticeable impact on time to competency, reducing the number of chats needed from 650 to 550. A significant number of those now take place with an AI role play partner, so agents don't make big mistakes with a real prospect or customer. The improved, more consistent onboarding also helps reduce employee attrition, producing more profitable agents.

Conversion rates markedly increased. One team went from an average rate of 12% conversion to 49% in just 30 days of working with Second Nature. Besides boosting sales and raising client satisfaction, agents themselves felt happier, more confident, and more engaged.

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Now you're giving them the ability to make the mistakes with an AI instead of with a customer. So we've seen not only are people getting to competency faster, but they're more comfortable by that time.

ANGELO MOLE
BUSINESS ANALYST, ONETOUCH DIRECT

Soft skills improved, especially for complex customer support. CSAT and NPS scores rose and average handle time (AHT) fell after introducing Second Nature. AHT dropped from 20–28 minutes to 15–20 minutes on average, which translates into less frustration for customers and employees. By fielding effective, confident agents, OneTouch Direct has sharpened its competitive edge.

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Being able to take that group and within 30 days triple their conversion rates is the stuff that allows us to say to clients 'hey, you're only giving us 15% of your call volume. Let's make it 30% with a 45% conversion rate.' Sounds pretty nice, doesn't it? That's the type of selling point that Second Nature really helps us out with.

ANGELO MOLE
BUSINESS ANALYST, ONETOUCH DIRECT

Looking Ahead

Now that OneTouch Direct has proven ROI for Second Nature's solution, they intend to roll it out quickly across all of its agents.

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I'd like to roll it out to as many trainers as possible because being able to get speed to competency faster and allow agents to be able to become profitable earlier, there's no downside to that.

ANGELO MOLE
BUSINESS ANALYST, ONETOUCH DIRECT