The client is a trusted provider of home improvement and moving services done by licensed contractors.

The work is done remotely using mobile phones. Each agent is supplied with a smartphone, a list of mobile numbers, and pre-formatted text messages. Agents manually send text messages to listed contractors in the client's database. The messages inform the contractors closest to the customer about a work opportunity.

It's important that the text messages are sent by humans and not bots. This allows Porch to send text messages in compliance with TCPA regulations.

With human messengers, Porch guarantees that text messages will be sent only during the hours specified by the contractors. So, they won't be interrupted at work or at night when they are asleep.

The challenges revolve around the agent's speed and accuracy in sending the text messages. Each agent is expected to send a minimum number of text messages in a day. They must be sent within seconds of receiving a work opportunity for available contractors.

Fair Trade Outsourcing has overcome these challenges by hiring agents who are dexterous and can type 60 wpm or faster. Another solution is to provide agents with additional smartphones. After a few days of adjustment, agents can now type and send messages using two or three cellphones at the same time.

While agents initially send the ready-made text messages to contractors, they usually respond to contractors' questions regarding the job. These questions cannot be easily handled by a bot, which lack the capability to be empathetic in providing answers.