

CX Cost Cut of 67% Drives \$23M Revenue Surge

A high-volume digital retailer cut contact center costs by 67%, increased attach rates by 40%, and drove \$23M in new revenue through smarter cross-sell and upsell execution.



67%

Savings



200

Seats



2

Engagement
(Years)



\$2.5M

First Year
Cost Reduction



\$4.8M

Total
Savings

Unlocking Efficiency + Growth in Jewelry eCommerce

This digitally native jewelry retailer faced rising costs and limited customer value per call. Their U.S. audience—mostly older women shopping via live TV—often purchased just one item per order, capping revenue potential.

OC helped them pivot to a lower-cost, high-performance offshore Philippines team. The shift began with a rapid 40-agent pilot and scaled to over 200 agents, all trained in empathetic selling. These reps handled 24/7 inbound calls linked to real-time TV broadcasts, using rapport-driven scripts that better connected with the retailer's core demographic. Labor costs stayed below \$11/hour without sacrificing quality.

The result: a 67% reduction in CX costs, a 40% increase in attach rates, and \$23 million in additional annual revenue driven by more value in every customer interaction.

\$23M
revenue
growth

40%
attach rate
increase

We **Demolish**
CX Roadblocks

📞 [888.766.4482](tel:888.766.4482)

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