

Iconic Consumer Brand **Cuts Costs 20%**, Boosts KPIs

A globally recognized consumer goods brand partnered with Outsource Consultants (OC) to transform their customer care operations. In just one year, OC helped cut costs by 20%, while increasing agent productivity and exceeding QA targets by double digits.



20%

Savings



150

Seats



1

Engagement
(Years)



\$800K

First Year
Cost Reduction

Scaling Smarter: From Status Quo to Strategic Support

This heritage consumer brand, known for sentimental products and national retail presence, needed to replace an inflexible legacy BPO with a more agile and proactive partner. They required a bilingual, dual-shore contact center setup to support loyalty program members and retail store inquiries across multiple digital channels.

Outsource Consultants matched the brand with a mid-market BPO that offered proactive workforce management, strong training capabilities, and a high-touch service model.

The result: a 20% cost reduction in the first year, alongside a 4% boost in monthly agent occupancy. Quality assurance metrics surpassed expectations by 15%, preserving brand equity while improving operational efficiency during seasonal spikes.

15%
above QA
goal achieved

4%
increase in
agent
occupancy

We **Demolish**
CX Roadblocks

📞 [888.766.4482](tel:888.766.4482)

🌐 www.outsource-consultants.com