

83% Lower Costs, Sales Up By 250%

When scale stalled due to staffing costs, Outsource Consultants (OC) helped an on-demand home services platform unlock 83% cost savings, double its sales-per-hour goal, and exceed service levels across the board.



83%

Savings



250

Seats



7.5

Engagement
(Years)

\$1.3M

First Year
Cost Reduction

\$23M

Total
Savings

From Cost Constraints to Scalable, High-Performance Sales Engine

This fast-scaling platform connects homeowners with vetted pros for handyman and cleaning services. But internal sales ops couldn't keep up: hiring hurdles, rising costs, and location limits made it impossible to scale outbound follow-ups on hot inbound leads.

OC stepped in to find and optimize a right-fit BPO partner—PCI-compliant, nearshore-based, and trained in B2C outbound conversion.

OC's CX strategy streamlined staffing, improved tech integration (Outreach dialer, CRM, BI Analytics), and launched a fully dedicated team of 250 agents across multiple geos. Within weeks:

- **Sales-per-hour soared** from a 0.5 target to 1.24 peak performance.
- **Abandonment dropped** below 5%, while service level climbed past 85%.
- **Conversion rate uptick** when compared to in-house efforts.

OC's partner delivered first-year savings of \$1.3M, with total savings exceeding \$23M. With scalable staffing and better execution, the client turned abandoned carts into consistent wins.

2.5X
sales per hour

Abandonment
under
5%