

Slashed Support Costs by 49% While Surpassing CSAT Goals

This fast-growing cellular device accessories brand partnered with Outsource Consultants (OC) to outsource chat and email support, cutting costs by 49% and boosting Customer Satisfaction to 87%, exceeding their 85% target.



49%

Savings



34

Seats



1.5

Engagement (Years)



\$900K

First Year Cost Reduction



\$1.4M

Total Savings

From Internal Overload to High-Performing Outsourced CX

Faced with rising service costs and an in-house team topping 130 agents, this global protective tech brand needed a more scalable, cost-effective CX model, without compromising the brand's signature service ethos built on commitment, simplicity, and delight.

Their mandate: lower overhead, maintain premium service.

OC paired them with a mid-market offshore partner specializing in email and chat. The phased pilot launched with 15 agents, expanding as KPIs were met. In just months:

- o **Customer Satisfaction Score (CSAT)** rose to 87%
- o **Average Handle Time (AHT)** beat their 600-second target
- o Team scaled to 30+ agents with **zero service disruption**
- o **Repetitive queries (warranty, shipping) were streamlined** through digital tools, boosting resolution speed and agent productivity

This case illustrates how OC's CX advisory turns cost pressure into operational gains and measurable CX wins.

87%
CSAT
Satisfaction

**AHT
Reduction**
goal achieved