$1.1M in Labor Savings Funds Breakthrough AI Tech

A leading UK-based live chat SaaS provider faced rising costs and scaling challenges while maintaining premium CX.

Outsource Consultants (OC) led a two-phase, self-funded transformation. Phase 1 optimized labor and QA workflows, reducing staffing needs from 100 to 60 agents and unlocking $1.1M in savings.

These savings fully funded Phase 2—an AI-powered chat solution that boosted efficiency and agent focus without any new budget or capital approvals.

PHASE 1: Labor Optimization

OC transitioned the client to a mid-market BPO with tighter QA workflows, right-sized from 100 to 60 FTEs, and maintained 98% CSAT. This unlocked $1.1M via better workforce management, QA-linked staffing, and increased concurrency.

$1.1M Budget Unlocked

PHASE 2: AI/Tech Deployment

OC helped deploy an Agentic AI chat solution with Natural Language Understanding (NLU), automating routine inquiries. This not only improved scalability, but it freed agents to tackle more complex issues, delivering expert service and empathy at scale.

Best part? The investment was **fully funded by Phase 1 savings.**

PHASE 3: Differentiation

By offloading routine tasks to AI, agents now focus on more humanized and personalized support. This shift is positioning the brand as a CX leader, able to scale loyalty-driven service without additional headcount or operational complexity.

Bottom Line

OC's phased, self-funded model enabled this SaaS provider to cut costs first, then reinvest smartly in AI—without new approvals or risk. The result: a leaner, more strategic CX operation now poised for scalable growth. This approach is simple to replicate and highly effective for growth-focused orgs.

TOTAL SAVINGS

$1.1M

TECH BUDGET REQUIRED

$0 (Self-Funded)

VENDORS VETTED:

Mid-Market BPOs

TECH DEPLOYED

NLU CHAT + Agentic AI

CX STRATEGY

Model: Self-Funded CX

Risk: None (no net-new spend

Value: CX Scalability

CX RESULTS

98% CSAT Maintained

90% QA Compliance

Boosted First Call Resolution by reducing agent distractions

Increased concurrent chat handling capacity