

67% Cost Cut Fuels \$23M Sales Surge for Fitness Retailer

By partnering with Outsource Consultants (OC), a connected fitness brand cut CX costs by 67%, reinvested in AI, and boosted sales attach rates by 40%.

This helped unlock new growth without the need to expand headcount.



67%

Savings



200

Seats



2

Engagement
(Years)



\$2.5M

First Year
Cost Reduction



\$4.8M

Total
Savings

Rapid Cost Reduction Powered Growth & AI Investment

After expanding into hardware, this connected fitness retailer faced rising CX costs and support complexity. **Their current vendor lacked voice support depth and scalability for seasonal spikes.**

OC stepped in to redesign their outsourcing strategy, matching them with a high-performance BPO partner that delivered a 67% cost reduction. The freed-up budget funded smart automation, boosting upsells and agent productivity.

With AI handling routine contacts, agents focused on consultative selling—**raising the average attach rate to 1.4 products per order** and contributing to a **\$23M YoY revenue increase.**

40%

jump in sales per
transaction

\$23M

increase in YoY
revenue

We **Demolish**
CX Roadblocks

📞 888.766.4482

🌐 www.outsource-consultants.com