

# CX Overhaul Fuels \$330M Revenue Surge and \$10M Cost Savings

A leading US waterpark resort chain partnered with Outsource Consultants (OC) to fix an overwhelmed call center. The result: triple-digit revenue growth and 43% CX cost reduction over five years.



**43%**

Savings



**218**

Seats



**5**

Engagement  
(Years)



**\$2M**

First Year  
Cost Reduction



**\$10.4M**

Total  
Savings

## CX Was the Revenue Lever, Not Just a Cost Fix

Prior to working with OC, the client's in-house call center was overwhelmed. With attrition climbing and 30% of guest calls going unanswered, seasonal demand exposed major CX gaps.

OC deployed a nearshore strategy in Belize and Jamaica, built for scale, retention, and hospitality fluency, with Belize serving as the primary hub.

Within weeks, a pilot team trained on bookings and resort care launched and quickly expanded from 30 to 200+ agents, not only stabilizing service but recapturing lost revenue.

With CX back on track, revenue surged from \$470M to \$800M over four years. Performance gains included:

- Call abandonment held below KPI goal
- Attrition below 1.5%
- Monthly revenue consistently beat targets by 5-7%

OC's CX strategy not only controlled cost but unlocked growth.

**\$330M**

revenue  
growth  
unlocked

Attrition  
held below

**1.5%**

We **Demolish**  
CX Roadblocks

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