

\$250M Revenue Surge from Medicare CX Shakeup

A Medicare prequalification insurance provider partnered with Outsource Consultants (OC) to scale peak-season support and overhaul a broken warm-transfer system. The result: 57% cost reduction and a \$250 million revenue leap in just one year.



57%

Savings



120

Seats



4

Engagement (Years)



\$1.3M

First Year Cost Reduction



\$5.2M

Total Savings

CX Revamp Unlocks Seamless Transfers + Huge Revenue Gains

A fast-scaling Medicare support provider struggled to meet enrollment spikes with its costly in-house team and inconsistent handoffs to licensed agents. Guided by OC, the client pivoted from a rigid in-house model to a flexible, seasonal outsourcing strategy.

This included:

- Building a script-driven, warm-transfer model optimized for Medicare compliance
- Expanding from 25 to 300+ agents during open enrollment
- Matching partner capabilities to revenue-critical KPIs

Within 90 days, the client soared past their goal of a 51% transfer rate, hitting 88%. First-year costs fell by 57%, equaling \$1.3 million in immediate savings. But the true breakthrough? These efficiency plays didn't just trim expenses, they supercharged revenue. **Annual topline grew from \$764 million to \$1 billion in year one.**

A rare outcome: the same moves that cut \$5.2 million in long-term costs also added \$250 million in new revenue. Smart CX strategy didn't trade growth for efficiency—it delivered both.

30%

revenue growth in year one

1.7X

higher handoff rate