

Mobile Dev Saves \$622K, Hits #1 in CX

When this mobile game developer needed hands-on, culturally aligned CX support, Outsource Consultants (OC) delivered a BPO partnership that slashed costs by 20% and helped the client earn the top CSAT score across all seven of their customer support vendors.

**20%**

Savings

**348**

Seats

**6**Engagement
(Years)**\$622K**First Year
Cost Reduction**\$7.5M**Total
Savings

From Mega-Vendor Fatigue to a High-Touch Support Engine

This global mobile gaming company had grown frustrated with mega-BPOs that lacked agility and cultural alignment. Despite serving millions of players worldwide, the client sought a more personalized CX model: one that could scale multilingual, non-voice support in Spanish and Brazilian Portuguese while delivering brand-aligned service.

OC identified a right-sized BPO partner in Latin America with strong gaming expertise and live chat capabilities. The phased ramp-up began with 45 agents per cohort, eventually reaching 348 seats.

Within the first year, costs dropped by 20%, saving \$622K upfront and driving \$7.5M in long-term savings. Productivity held above 90%, beating the client's 85% target benchmark.

And among the seven BPO vendors in the client's ecosystem, the OC-recommended partner ranked #1 in CSAT and agent productivity—clear proof that strategic outsourcing doesn't mean sacrificing quality.

#1
CSAT
vs. Legacy
BPOs

90%
productivity
rate

We **Demolish**
CX Roadblocks

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