$1.6M Saved. 300-Seat CCaaS Platform Deployed. No Budget Approvals Needed.

This private equity–owned home services aggregator connects consumers to top-rated professionals across plumbing, electrical, and landscaping.

Facing fragmented systems and inconsistent CX across brands, the company partnered with Outsource Consultants (OC) to streamline operations.

Phase 1 optimized labor: cutting costs and boosting KPIs, freeing $1.6M in budget in year one. That unlocked Phase 2: a tech unification effort across 300 seats, fully funded without new capital or approvals.

PHASE 1: Labor Optimization

A leading home services brand replaced an underperforming customer support vendor, implementing performance-based workflows, and right-sized nearshore staffing to unlock $1.6M in savings and exceed core CX targets within 90 days.

$1.6M Year One Budget Unlocked

PHASE 2: AI/Tech Deployment

Client reinvested savings to unify their CX operations across brands with a 300-seat CCaaS platform, enabling AI-powered agent assist and analytics to boost CSAT without expanding headcount.

PHASE 3: Differentiation

AI now streamlines service delivery. Agents handle complex needs and elevate the experience while the brand scales seamlessly, which positions CX as a competitive edge.

Bottom Line

By optimizing labor first, the home services leader unlocked funds to modernize CX—without new spend. This phased, self-funded model proves scalable for PE-owned platforms seeking fast wins and long-term differentiation. OC made it simple, strategic, and budget-neutral.

TOTAL SAVINGS

$2.5M

TECH BUDGET REQUIRED

$0 (fully funded from Phase 1 savings)

TIMELINE

1.5 yrs from pilot to rollout

TECH DEPLOYED

CCaaS with AI Assist

CX STRATEGY

MODEL: Self-Funded CX

RISK: None (no net-new spend)

VALUE: Scalable outcomes

CX RESULTS

75%+ occupancy within 30 days

90% QA

85% CSAT within 90 days

Higher CX performance and reduced costs