

# Fortune 500 Insurer cuts cost-per-interaction by over 80% and saves \$4M annually while improving customer experience

Industry: Insurance



A Fortune 500 mutual insurance carrier engaged ResultsCX to outsource non-licensed customer care support across voice, chat, and email channels. With costs spiraling under an all-domestic, in-house model, the client sought a near and offshore BPO partner capable of delivering meaningful savings — without trading away the service quality their policyholders expected. ResultsCX answered the challenge with a structured, culture-first delivery model.

## The Results

**>80%**

Reduction in cost per interaction (from ~\$18 to ~\$3.50)

**<30**

Days from engagement start to full live operations

**~\$4M**

In annual savings

**~94%**

QA scores consistently maintained every month

## The Challenge

The client's non-licensed customer care was managed entirely in-house domestically — a model that generated significant cost inefficiencies. With cost per interaction estimated at approximately \$18, leadership recognized the need for a near and offshore BPO solution. The critical challenge however was to achieve dramatic cost reduction without compromising service quality in an industry where performance standards are uncompromising and customer sensitivity is acute.

## The Solution

ResultsCX deployed a near and offshore support model spanning voice, chat, and email, reducing cost per interaction to approximately \$3.50. Beyond cost reduction, the team invested deeply in understanding the client's culture — redesigning the training curriculum to accelerate agent speed to proficiency and leveraging the “mastering the Big 5” development framework to ensure consistent performance from day one. The results spoke for themselves: quality scores not only met client benchmarks throughout the engagement but outperformed the client's own internal QA targets. Full operations went live within one month.

## The Customer

Headquartered in the United States, this private mutual insurance company is among the country's most recognized carriers — offering property, casualty, auto, commercial, life, and homeowners insurance alongside investment and retirement planning solutions. With revenues exceeding \$17 billion and a workforce of over 13,500, the organization serves millions of policyholders nationwide and holds exceptionally high standards for customer care quality, operational performance, and service consistency across every interaction.