

3XG CONSULTING

3X ROI GUARANTEED
IDENTIFY. QUANTIFY. REALIZE.

INDUSTRY
Financial Services

SECTOR
Contact Center

ROI GUARANTEE
3X ROI

ROI DELIVERED
3.3X

CREDIT UNION CONTACT CENTER

How 3XG Delivered a 3.3:1 ROI and 125% Service Improvement

THE SITUATION

This credit union's contact center was underperforming due to inconsistent coaching, limited agent development, and a lack of structured performance management.

Operational fundamentals such as call segmentation, training, and workforce management were not fully established, resulting in poor service levels, high abandonment, and member dissatisfaction.

CLIENT CHALLENGES

- Poor service levels
- High abandonment rates
- Low CSAT and member frustration
- Limited supervisor coaching and enablement
- Weak agent development approach
- Limited performance management

WHAT 3XG DID

- Implemented 59 targeted process improvements
- Redesigned IVR and call segmentation model
- Fully optimized WFM and agent scheduling
- Implemented performance management framework
- Established system for managing operations
- Enabled real-time staffing management best practices
- Enhanced reporting, training, and coaching capabilities

RESULTS

3.3:1

ROI Delivered

125%

Service Improvement

15%

Unit Cost Improvement

24%

AHT Reduction

59

Process Improvements Delivered

*Operational improvements that funded the next phase of investment

CLIENT QUOTE

“Within one month of project completion, the call center delivered its highest service level and lowest cost per call in over 2+ years.”

- CRO

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TYPICAL CLIENT OUTCOMES

- 3X+ ROI delivered through measurable improvement
- 15–60% improvement in service levels and CX
- 15–30% increase in productivity & throughput
- Meaningful cost reduction
- Full activation of existing technology investments

WHY 3XG EXISTS

Organizations don't struggle because they lack technology. They struggle because they never operationalize it.

Technology providers focus on implementation & license adoption. Internal teams are left to figure out how to translate those tools into consistent operational performance. That gap is where value is lost.

3XG was built by practitioners from both the technology and operations side to close that gap - turning existing investments into measurable business outcomes.

HOW YOU REALIZE VALUE

Revenue Expansion Increase throughput, conversion and revenue per interaction, while improving CX and EX	AI & Cost Optimization Reduce unit cost and eliminate operational waste, while maximizing ROI from AI & technology investments
Capacity Creation Unlock capacity without adding headcount, while improving quality and service	Customer Experience Improve CX, service levels, speed, consistency, and quality, while reducing risk

THE 3XG SELF-FUNDING ROI ENGINE™

We don't just deliver improvements – we help you convert them into funding.

The operational gains we create generate measurable financial impact, which can be reinvested into technology, growth, or further transformation.

Our clients use results to fund what comes next, and we help accelerate ROI from those investments.

Identify → Quantify → Realize → Fund What's Next™

READY TO FIND YOUR GAP?

Most organizations are sitting on unrealized value. We identify it, quantify it, and realize it by turning potential into measurable results.



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