

# 3XG CONSULTING

3X ROI GUARANTEED

IDENTIFY. QUANTIFY. REALIZE.

INDUSTRY  
Financial Services

SECTOR  
Contact Center

ROI GUARANTEE  
3X ROI

ROI DELIVERED  
3.4X

## FINANCIAL SERVICES CONTACT CENTER

How 3XG Delivered a 3.4:1 ROI and 20% Improvement in Unit Cost

### THE SITUATION

This financial services contact center was underperforming due to ineffective call routing, broken forecasting and scheduling processes, and inconsistent performance management.

Customers experienced long wait times, high abandonment, and inconsistent service levels, while leadership lacked the tools and structure to effectively manage performance and drive improvement.

### CLIENT CHALLENGES

- Poorly designed IVR and call routing
- High abandonment rates
- Low service levels
- Weak agent coaching and performance management
- Broken forecasting and scheduling processes
- Ineffective quality review process

### WHAT 3XG DID

- Redesigned call segmentation and routing model
- Integrated forecasting, scheduling & real-time management
- Implemented Net Staffing Line (NSL) best practices
- Implemented performance management & quality frameworks
- Established standardized system for managing operations
- Deployed agent cross-training and flexibility model
- Implemented call handling best practices and protocols
- Delivered 27+ targeted process improvements

### RESULTS

3.4:1

ROI Delivered

20%

Unit Cost Improvement

78%

Service Improvement

87%

Avg. Speed Answer Improvement

69%

Abandonment Improvement

27

Process Improvements Delivered

\*Operational improvements that funded the next phase of investment

### CLIENT QUOTE

“The work you and your team did with us helped kick off a mindset of continuous improvement thinking in the entire organization.”

- COO

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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

## OUR GUARANTEE

We align our work to measurable outcomes. You only pay for results delivered. Every engagement is built around a minimum 3:1 ROI, and we stand behind it.

## 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.

3XG  
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*Book a Discovery Call* →

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