

# 3XG CONSULTING

3X ROI GUARANTEED

IDENTIFY. QUANTIFY. REALIZE.

INDUSTRY  
Hospitality

SECTOR  
Contact Center

ROI GUARANTEE  
3X ROI

ROI DELIVERED  
3.7X

## HOTEL CHAIN CONTACT CENTER

How 3XG Delivered a 3.7:1 ROI and \$5.2M in Measurable Benefit

### THE SITUATION

This hotel contact center was operating under an unsustainable cost structure with a centralized model that limited flexibility and responsiveness.

Recent technology investments had not delivered expected returns, and the operation was struggling to keep pace with competitors while maintaining service quality and market share.

### CLIENT CHALLENGES

- Spiraling operational costs
- Unprofitable business model
- Reduced market share
- Inability to keep pace with competition
- Recent investment with limited ROI
- Poor customer experience

### WHAT 3XG DID

- Delivered full operational transition without adding headcount
- Designed decentralized contact center operating model
- Built and deployed network-level ACD solution
- Developed capacity planning and regional resource models
- Conducted operational assessment and needs analysis
- Designed and delivered training programs across location
- Executed phased transition and cutover plan
- Provided on-site implementation support and stabilization
- Established transition metrics and monitoring processes
- Captured and applied best practices across pilot location

### RESULTS

3.7:1

ROI Delivered

\$5.2M

Total Measurable Benefit

8%

Abandonment Reduction

12%

Service Improvement

14

Week Transformation

\*Operational improvements that funded the next phase of investment

### CLIENT QUOTE

“No one thought it could be done, but we did it. Thanks to our internal team and the partnership with our consultants.”

- CEO

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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

<b>Revenue Expansion</b> Increase throughput, conversion and revenue per interaction, while improving CX and EX	<b>AI &amp; Cost Optimization</b> Reduce unit cost and eliminate operational waste, while maximizing ROI from AI & technology investments
<b>Capacity Creation</b> Unlock capacity without adding headcount, while improving quality and service	<b>Customer Experience</b> 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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