

WHY WOW24-7®?

WOW24-7 Experience Centers vs. Traditional Alternatives

Your Questions Answered

THE BIG QUESTIONS

As you evaluate WOW24-7 Experience Centers against keeping support in-house or using a traditional BPO, you probably have concerns. This guide addresses the most common questions we hear from Directors and VPs of Operations and Customer Support.

Why not just keep support in-house?

The Reality:

Process automation and AI implementation uncertainties, high setup and deployment costs, combined with the lack of funding.

In-house teams incur high fixed costs, including perpetually increasing salaries, benefits, infrastructure, hiring, training, and management overhead.

Upsizing or downsizing require a lot of resources a management time (hiring, training, space).

You bear the full cost of technology investments and carry the burden of a payback period.

24/7 coverage and multilingual support can be difficult.

Turnover rates are typically 30-80% annually.

Why WOW24-7 is Better: Provides access to best-in-class CCaaS (20+ AI tools included), variable cost structure, enterprise AI, lower turnover, 100% QA, Six Sigma management, and our **15% cost reduction guarantee***.

* Terms and conditions apply.

What makes us different from other BPOs?

Traditional BPOs:

Charge per seat or per hour, regardless of outcomes

Use legacy technology with minimal modern process automation and AI capabilities

Provide sampled QA (2-5% of interactions)

Operate transactionally with minimal strategic partnership

Provide a poor employee experience

Costs increase year over year

WOW24-7 Experience Centers:

Gartner Quadrant CCaaS Global Leader in CX AI included (AI Agent Assist, AI Smart Routing, AI Knowledge Base, AI 100% Interaction Analytics, AI Co-Pilot, AI Autosummary, AI RTIG, AI Accent Neutralizers, AI 100% QA, Agentic AI, WFM)

100% QA coverage with real-time dashboards

Strategic partnership with the in-house team feel

15% guaranteed cost reduction in Year 1*.

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How can you guarantee a 15% cost reduction?

We achieve this through the **WOW24-7 Efficiency Promise:**

✓ AI-Assisted Interactions:

up to 35% AHT reduction through Agent Assist, co-pilots, autosummary, smart handoff, customer data surfacing, Real-Time Interaction Guidance, and Sentiment Analysis.

- ✓ **Volume Reduction:**
20–30% fewer repeat contacts through 100% Interaction Analytics, through improved FCR and Escalation Rates
- ✓ **Right-Shored Delivery:**
Optimized labor costs without compromising quality

And if we don't hit 15%? You receive the shortfall in cash or as service credit. We put our money where our mouth is.*



Will quality suffer if you're reducing costs?

Absolutely not. In fact, quality improves:

Our best-in-class WFM and Performance Management tools give absolute operations and CX metrics visibility and forecasting capabilities.

AI Real-Time Coaching:
Immediate feedback corrects issues before they become patterns

Better Agents, Less Churn:
We invest in talent and reduce turnover, which improves consistency

Six Sigma Management:
Black Belt-certified operations leaders apply disciplined process improvement

100% QA Coverage:
Every interaction is monitored and scored by AI, and individual development plans are created for each agent and other specialists.

Quality and efficiency aren't trade-offs; they compound together through intelligent automation and continuous improvement.

What about control? I'll lose visibility if I outsource.

This is a valid concern with traditional BPOs, but Experience Centers operate differently:

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- ✓ **Real-Time Dashboards:**
Full visibility into every metric shared with our Clients, updated live
- ✓ **Shared Governance:**
You maintain oversight and approval rights on key decisions
- ✓ **Integrated Systems:**
Your CRM, ticketing, and analytics tools will be fully integrated with our tech stack.
- ✓ **Monthly VOC Reviews:**
Joint sessions to discuss customer insights based on 100% of interactions analytics, and adjust strategy with the customer journey
- ✓ **In-House Team Feel:**
We operate as an extension of your team, not a black box vendor

How long does implementation take?

- 1 Phase I — STABILIZE & BASELINE:**
Transition, process mapping, data/KB cleanup, WFM calibration, initial quick wins; lock baselines and KPI floors.
- 2 Phase II — HUMAN-IN-THE-LOOP AI + INTEGRATIONS:**
CCaaS Gartner Quadrant CCaaS, AI Agent assist, AI Smart Routing, AI Knowledge Base, AI Accent Neutralizers, AI 100% QA, workflow tweaks, deflection and ACW reduction; target ~7.5% run-rate reduction.
- 3 Phase III — CONTINUED OPTIMIZATION:**
Further efficiency gains with the goal to perpetually decrease the cost of service quarter to quarter.

What if my needs change? Can I scale up or down?

Absolutely. Unlike in-house teams or traditional BPOs, Experience Centers are built for elasticity:

Outcome-Based Pricing:

Pay less perpetually

Near -instant Scaling:

Add capacity across geographies, languages, and channels in days, not months

Seasonal Flexibility:

Ramp up for peak seasons easily

We've tried AI before, and it didn't work.

Why will this be different?

We hear this often. Here's why 95% of AI projects fail; and why we don't:

Common AI Failure Points:

Lack of data connectivity
(silos systems)

No governance framework
(AI makes mistakes without oversight)

Point solutions that don't
integrate with existing
workflows

Inadequate training data
and continuous learning
loops

How WOW24-7 Succeeds:

HITL:

Before deploying customer-facing/agentive AI solutions, we roll out the agent-facing AI assistants to ensure the right process is in place, the data flows seamlessly, the prompts are engineered correctly, the guardrails are in place, the models are well-trained, and compliance and governance are in place. We believe that one can utilize agentive AI only after the process has been efficient with a human-in-the-loop AI approach first.

Integrated Infrastructure:

We unify your systems and create data flows

Enterprise Stack:

Purpose-built for CX with proven track record

Governance by Intent:

HITM/HITL/HOOL framework ensures AI is deployed safely

Continuous Learning:

Every interaction improves the model



What's your pricing model?

Traditional BPOs have many different pricing models, but one attribute that they all have in common is that pricing increases over time. WOW24-7 pricing is customized based on your volume, complexity, and channels. With WOW24-7, you pay less perpetually. Request a quote to see your specific numbers.

Can you handle our specific industry/product/customer base?

Yes. We've deployed Experience Centers across multiple industries:



E-commerce & Retail



Direct-to-Consumer



SaaS & Software



IoT & Hardware



Travel & Hospitality



E-Learning & Education



Others

Our approach is product-agnostic. We learn your business, train on your knowledge base, and deploy agents who understand your customers.

What happens if we're not satisfied?

Two levels of protection:

The WOW24-7 Guarantee:

If we don't hit 15% cost reduction in 12 months while maintaining quality, you get the shortfall refunded*

Flexible Contract Terms:

We offer pilot programs and phased rollouts so you can validate results before full commitment.

We're confident in our model because we've proven it works. That's why we can afford to guarantee results.



SIDE-BY-SIDE COMPARISON

Still weighing your options? Here's a comprehensive comparison:

Factor	In-House	Traditional BPO	WOW24-7
Cost Structure 	High fixed costs	Pricing that increases over time	Pay less perpetually
Technology 	You fund (\$300K+ setup)	Legacy stack (pushing their own old tools)	CCaaS Gartner Quadrant Leader
QA Coverage 	Manual, limited	5-10% sampled	100% Automated QA + Manual QA
Scalability 	Slow, expensive	Slow, expensive	Near-instant, elastic
24/7 Coverage 	Very expensive	Available	Multilingual, global
Guarantee 	None	None	15% cost reduction*

WHY WOW24-7



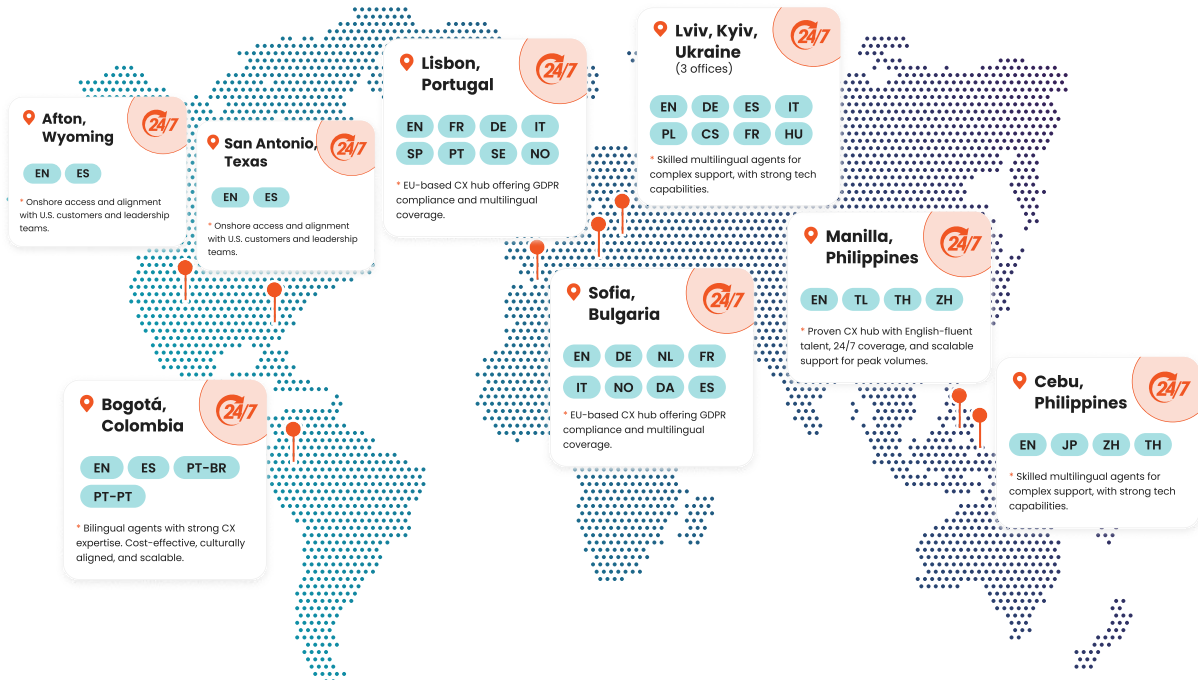
WOW24-7 brings over 18 years of experience delivering global customer support and CX operations through a follow-the-sun model with teams across North America, Europe, Latin America, and Southeast Asia.

This footprint enables 24/7 coverage, multilingual support, and resilient scale –so service levels stay consistent through peak seasons, launches, and unexpected volume spikes.

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FLEXIBLE DELIVERY MODEL — BUILT AROUND YOUR BUSINESS

Onshore, offshore, and nearshore — combined into a rightshoring strategy that balances cost, quality, and coverage.



READY TO MOVE FORWARD?

If you've read this far, you're serious about transforming your CX operations. Here's what happens next:

1

STEP 1: DISCOVERY CALL

Schedule a 30-minute call to review your Efficiency Plan, ask questions, and determine if WOW24-7 is the right fit.

2

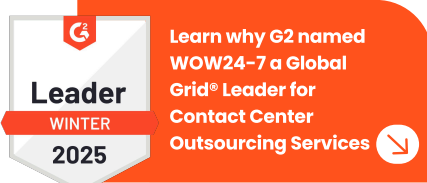
STEP 2: TAILORED SOLUTION PRESENTATION

We align on goals, constraints, and success metrics, and agree on the path forward: pilot or full deployment.

3

STEP 2: PILOT OR FULL DEPLOYMENT

Start with a low-risk pilot on one queue or product line, or go straight to full implementation. Either way, you'll see results within 90 days.



BECOME A CLIENT

Schedule a discovery call today



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