

In-House vs Traditional BPO vs WOW24-7



Executive Summary

Traditional CX models grow costs year after year.
WOW24-7 changes that.

Our Experience Centers combine automation, analytics, and right-shored talent (onshore, nearshore, offshore) to deliver more value with fewer resources perpetually.

We constantly bring in the latest enterprise-grade top-performing technology.

Guided by Six Sigma Black Belt discipline and continuous optimization, we reduce cost-to-serve, speed up resolution, and improve every key CX metric, quarter after quarter.

The WOW24-7 Guarantee:

We guarantee **at least 15% lower CX costs within 12 months***, with no drop in quality.

Our phased approach (stabilization, agent-assist AI/co-pilots, automation/agent AI) blends human expertise with best-in-class CCaaS, automation, 100% QA, and enterprise-grade AI tools to reduce handling time, improve deflection, and streamline workflows. If we don't hit the target, you get the difference back in cash or service credit.

Ready to turn CX from a cost center into a performance engine? **Let's talk** ➔

*Terms and conditions apply.

Why WOW24-7 Wins:

A Side-by-Side Comparison

	In-House Support	Traditional BPO	WOW24-7 Experience Centers
Business Impact 	Seen as a cost center, reactive support.	Viewed as service provider, limited growth value.	Recognized as a growth engine — measurable impact on retention, efficiency, and margin.
Cost over time 	Rising costs from turnover and inflation.	Contract lock-ins and inefficiencies inflate spend.	↓ 15%+ lower cost through automation, analytics, and optimization — ROI guaranteed or money back.
Cost Structure 	High fixed costs (staff, infrastructure, tools).	Lower, but still seat-based.	Outcome-based model — pay only for results , not idle time.
Customer Experience 	Inconsistent service, limited channels	Broader coverage, but impersonal and scripted.	24/7 multilingual human + AI support delivering personalization and speed at scale.
Performance Management 	Manual QA, limited insight, slow feedback.	Sampled QA, lagging data.	100% QA coverage , real-time dashboards, predictive analytics — 93%+ CSAT sustained.
Technology Enablement 	Disconnected systems, minimal automation.	Legacy stack, poor AI adoption.	Integrated CX tech: CCaaS, VoC, CRM, analytics, and AI-driven automation amplifying human performance.
Operating Model 	Fixed capacity, limited flexibility, costly overhead.	Outsourced seats, slow to adapt.	Elastic, AI-powered model that scales and adapts with your CX goals.
Scalability 	Expansion requires hiring, training, and space.	Scales by adding seats, not improving performance.	Instantly scales across geographies, languages, and volumes — no extra headcount.
Governance & Flexibility 	Internally managed, slow to pivot.	Vendor-driven, reactive, low transparency.	Shared governance ensures full visibility, agility, and continuous improvement.

All backed by a money-back guarantee, no other BPO offers this.



The Result

- ◆ **Up to 60% cost reduction** per resolved case over time
- ◆ **40% faster Mean Time to Resolution** (MTTR)
 - Always using and giving access to **the best-in-class CX technology**, including CCaaS, Ops AI, HITL AI, RTIG AI, AI Routing, Agentic AI, AI VOC & Interaction Analytics, etc.
- ◆ Sustained **93%+ CSAT**
- ◆ **Continuous optimization**, not static outsourcing

About WOW24-7

WOW24-7's Experience Centers model is a perpetual cost-cutting machine that transforms CX from a cost to a value center, and compounds efficiency and impact every quarter with a guarantee.

WOW24-7 is redefining customer experience through its Experience Centers; fusing human ingenuity with enterprise-grade AI, analytics, and performance management. We don't just resolve customer issues; we continuously evolve how you engage and grow.

From smarter routing and proactive QA to closed-loop Voice-of-Customer insights, our model reduces effort for both customers and teams—lowering cost-to-serve while improving reliability, loyalty, and lifetime value.

SCHEDULE A DISCOVERY CALL ➤ ***or send us an email to***
hello@wow24-7.io ➤ ***to learn more.***