

CASE STUDY

Leading U.S. Private Aviation Membership Company

Scaling WhiteGlove Concierge Support with Offshore Non-Voice Operations



About The Client

A leading U.S. private aviation membership company serving high-net-worth travelers sought a partner to **enhance its concierge experience while optimizing cost and staffing**. The client provides end-to-end trip coordination for members, covering itinerary confirmations, on-the-ground logistics, and in-flight comfort requests, which require meticulous attention to detail and rapid response times.

Challenges

- **Rising U.S. Service Costs & Attrition:**
Post-pandemic labor pressures increased delivery costs and attrition, creating risk for service consistency.
- **WhiteGlove Expectations:**
Members prioritize seamless experience, precision, and privacy over cost, demanding a concierge standard with zerodefekt execution.
- **Coverage & Throughput:**
High daily request volumes across email and outbound coordination required scalable capacity without compromising quality.

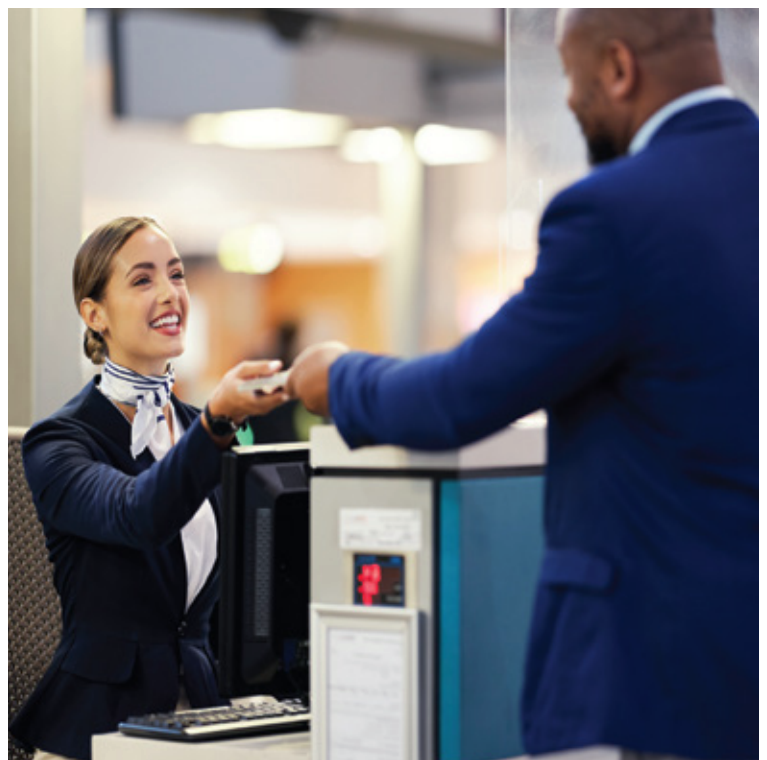
Action Plan Deployed

To protect service quality while improving economics, Fusion CX stood up an offshore, non-voice concierge program with specialized talent drawn from travel and hospitality backgrounds.

- 1 Offshore Concierge Hub**
 - Established delivery in Cebu, Philippines, to access experienced hospitality talent and deliver cost savings.
 - Built a non-voice operating model aligned to the client's SLAs and data-privacy standards.
- 2 Process, QA, and Performance Management**
 - Implemented a structured playbook with SOPs for confirmations, exceptions, and escalations.
 - Deployed quality monitoring with whiteglove scorecards, paired with coaching for continuous improvement.
 - Workload forecasting and scheduling ensured peaktime coverage without service degradation.
- 3 Guest Services Scope (NonVoice)**
 - Inbound email handling for member requests.
 - Outbound service orders to vendors and partners.
 - Flight confirmations, including cancellation and delay checks.
 - Catering coordination with third-party providers.
 - Ground transportation (car rental and chauffeur services) coordination.

Outcomes

- **21,000 transactions per month** handled across the concierge scope, maintaining whiteglove standards.
- **61% cost savings** vs. onshore while **exceeding KPI goals** (Occupancy, QA, Productivity) at a **combined 107% to goal**.
- **Attrition reduced to 2% quarterly**, down from 24% internally, strengthening program stability.
- **98.87% average MoM quality rating** on the client's whiteglove scorecard, against a 95% goal.
- **Response times beat targets by 5%+**, protecting member experience during peak travel periods.



Growth Trajectory

- **Program launch (2021):** 6 FTE. | **Current team:** 16 FTE.
Planned expansion: 40+ additional FTE to support demand ramp and broaden scope.

KEY TAKEAWAYS

- **Strategic offshoring** can materially reduce cost while preserving a premium, whiteglove experience.
- **Specialized hospitality talent** and rigorous SOPs are critical to high-accuracy concierge work.
- **Proactive QA and workforce management** enable KPI outperformance even at high transaction volumes.
- **Stability through low attrition** unlocks knowledge retention and consistent guest outcomes.

About Fusion CX

Fusion CX designs and operates **technology-enabled, multilingual support for premium brands**—combining specialized talent, disciplined quality management, and scalable staffing models to deliver measurable outcomes.