FUSION
AI-FIRST CX

Scaling Specialized Voice Support Across Industries



The client, a trusted provider of tailored business solutions across diverse sectors, partnered with Fusion CX to scale its customer qualification and support operations. As the engagement expanded, the client needed to manage growing inbound and outbound call volumes while maintaining service quality, accurate customer qualification, and efficient escalation management.

The Challenge

The client faced four key operational challenges:

1. **Managing increasing call volumes:** Support large-scale inbound and outbound calling requirements without compromising service levels.
2. **Maintaining qualification accuracy:** Ensure consistent customer qualification and seamless call transfers across interactions.
3. **Strengthening escalation management:** Provide agents with real-time expert support to resolve complex customer queries and reduce resolution times.
4. **Managing workforce expansion:** Maintain effective coaching, performance management, and operational consistency across an expanding workforce.

The Solution



Fusion CX deployed industry-trained professionals with expertise in customer qualification workflows to support the client's expanding voice operations. The engagement focused on building a scalable workforce while maintaining consistent service delivery across inbound and outbound channels.

To strengthen operational performance, Fusion CX implemented structured coaching programs supported by subject matter experts (SMEs) and team leads. This enabled agents to receive real-time guidance and escalation support, improving resolution efficiency and ensuring complex queries were handled effectively.

Fusion CX also established a centralized performance enablement strategy to streamline operations, strengthen workforce management, and maintain service consistency as headcount expanded.

Through tailored growth strategies and deeper account engagement, Fusion CX supported a multi-phase hiring roadmap with location-based flexibility, enabling the client to scale its qualifications and support teams in line with evolving business requirements.

Results

Fusion CX helped the client expand its voice support operations while maintaining service quality, improving qualification accuracy, and strengthening escalation management.

Key outcomes included:

- 70+ FTEs scaled, growing from an initial team of 15 while maintaining uninterrupted service quality.
- 25% reduction in call transfers through improved customer qualification accuracy.
- High call resolution rates supported by SME-led and team lead escalation management.
- Reduced average resolution time through expert involvement and real-time agent support.
- Improved cross-functional collaboration, strengthening operational consistency across geographies.
- Greater operational agility through structured workforce planning and a multi-phase hiring roadmap.

The partnership demonstrates Fusion CX's ability to support specialized voice operations through expert-led workforce solutions, structured performance management, and flexible scaling strategies while maintaining consistent customer experience standards.