

SUCCESS STORY

HEALTH AND BEAUTY COMPANY IMPROVES CUSTOMER SERVICE AND ROI

How a Global Health and Beauty company increased Customer Satisfaction and reduced its Call Center Outsourcing budget by **over 18%**.

ABOUT

Optimal Health Products Inc., a Global health and beauty company with headquarters in Toronto, Canada. Optimal health markets and distributes high quality health and beauty

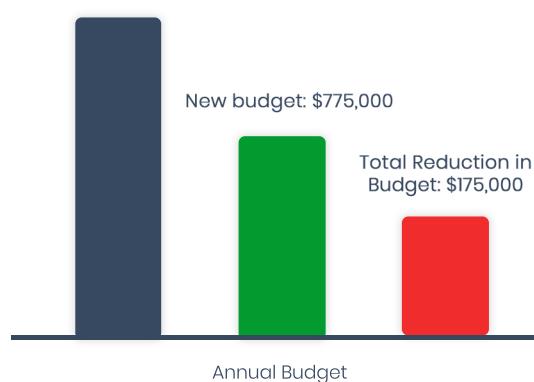
PROBLEM

A Canada based Health and Beauty Company was realizing an increase in costs of business operations since being founded in 2011 and began to consider several cost reduction options, including moving customer service both offshore and nearshore to reduce its annual budget.

SOLUTION

Underguard proposed to company a Domestic solution that was **18.5% below** its budget with a Domestic vendor. The result has been Underguard saving the Health and Beauty Company over **\$150,000** annually on its customer service operating budget.

Previous budget: \$950,000



“Underguard was able to save our company a tremendous amount of money and keep our customer service in the USA. We are very pleased with the results and savings”

Peter B.
President of Health and
Beauty company

