

Insite's call center technology assessment and vendor optimization services achieve \$3.4M+ in annual savings for a globally renowned cruise line.

With exceptional amenities and service and 330 desirable destinations, this leading cruise line has a reputation for delivering unforgettable experiences. New leadership wanted to optimize their CX technology, so they are always ready to go the extra nautical mile for guests. By partnering with Insite, they redefined the standard for CX excellence and secured their spot as the best cruise line on the Seven Seas.



\$1M+

Annual Savings from
Technology Licensing Audit

52%

Decrease in Cost from
Technology Vendor Assessment

\$2.4M+

Annual Savings from CCaaS
Technology Optimization



Challenges

When new executive customer experience leadership came aboard this leading cruise line, they made 5-star customer service a top priority. **To optimize CX technology and processes, they decided to transition ownership of their CCaaS technology contract from their customer service BPO partner to in-house management.** Because the BPO had handled a large portion of our client's customer service and sales activities across lines of business, this shift presented a significant opportunity to advance and innovate their operational standards.

Recognizing the need for a strong partner, they chose Insite to support this transition and their long-term CX strategy goals. **We began by conducting a call center technology assessment, evaluating their CCaaS vendor contract, and managing the contract transition.** With our expertise, they were able to chart a new course toward CX excellence.



Solutions

We conducted a **call center technology and vendor contract assessment, discovering substantial inefficiencies in the BPO vendor's contract governance process.** While the BPO contracted a major CCaaS provider with powerful capabilities, the contract had oversights that cost our client millions of dollars annually.

License Auditing Oversight

Our assessment revealed that the customer service BPO had not performed a license audit since implementing the platform. This oversight cost our client millions of dollars every year in licensing fees for users who had transitioned roles or left the organization.

We audited the users, eliminated hundreds of unused licenses, and renegotiated a new CCaaS contract with a concurrent licensing package. Additionally, we established a monthly auditing process to control costs and prevent surprise fees, significantly improving the client's cost per license and strategic planning capabilities.

Overpaying for Obsolete Capabilities

Our client paid for a premium suite of unused capabilities that did not align with operations or goals. Regardless of role, every user had access to all features, including a quality management package. **Only a fraction of the BPO's users utilized this add-on, equating to only 30% of users company-wide.** Despite this limited use, our client paid for full access licenses across the entire organization.

This add-on only offered predefined quality standards that did not apply to the cruise industry. Without the ability to customize vocabulary and best practices, the predefined standards could not translate communication about guest loyalty status into quality metrics. **The BPO's quality team combated this deficiency with manual scoring corrections, which left our client paying for additional labor costs** to perform activities this feature should have been able to handle independently.

Our experts **assessed the CCaaS capabilities, identifying those critical to operations and eliminating those without value.** We then **negotiated a new contract** to include only features that would drive innovation and performance improvement.



Results

In addition to providing a more effective standout customer experience, we enabled our client to achieve operational cost savings of \$3.4M+.

- Auditing and removing hundreds of unused licenses and **renegotiating contract terms and pricing created cost savings of \$1M+ annually.**
- Optimizing their new vendor contract for better performance and in-house management **decreased overall CCaaS expenses by 52% or \$282K monthly.**
- Identifying and eliminating inapplicable and underutilized capabilities **saved the client \$2.4M+ annually.**