



From Reluctance to Loyalty: How The Office Gurus Became a Trusted Partner

Industry: Travel & Hospitality

Client: Tour operator



Challenge

The client operated in a highly competitive industry where exceptional service and responsiveness are key to customer loyalty. With call volume distributed across multiple vendors, visibility into performance and service levels was limited. Additionally, restricted control over training and small team capacity constrained TOG's ability to deliver at full potential.

Key Challenges Included:

- **Fragmented Operations:** Shared call volume across several BPO vendors created inconsistencies in service levels and limited visibility into real-time performance.
- **Limited Scalability:** A small team of just 25 agents and a minimal buffer restricted flexibility during demand surges.
- **Training Constraints:** The client managed all training directly, often combining nearshore and domestic classes, which diluted focus and complicated onboarding.

Solution

The Office Gurus implemented a comprehensive partnership strategy centered on proactive account management, agent empowerment, and operational innovation. Leveraging its nearshore expertise and proprietary tools, TOG optimized both performance and client confidence.

- **Strategic Account Management:** TOG applied its deep experience in the travel and hospitality industry to enhance processes, performance visibility, and communication alignment.
- **Nearshore Talent Advantage:** With operations in El Salvador and Belize—two premier travel destinations—TOG leveraged a bilingual, service-oriented workforce with firsthand hospitality experience.
- **Continuous Monitoring & Optimization:** Agents received ongoing training, refreshed scripts, and updated resources to ensure product knowledge kept pace with evolving industry standards.
- **Proprietary Technology – TOG Note Builder:** TOG introduced its in-house Note Builder tool, providing agents with ready-to-use templates that reduced after-call work and improved handle time efficiency.

Results

Through strategic alignment, consistent collaboration, and data-driven performance management, The Office Gurus helped transform the client’s initial skepticism about outsourcing into a lasting, trust-based partnership.

Demonstrating:

Exceptional Customer Service:

Maintained 95%+ customer satisfaction in the course of a year, highlighting service excellence and operational consistency.

Built-in Resilience:

Leveraged bilingual teams with strong English proficiency and a customer-first mindset, ensuring continuity and adaptability in dynamic environments.

Significant Reduction in Attrition:

Achieved less than 3% attrition, improving service quality, reducing retraining needs, and enhancing customer experience.

Proactive KPI Alignment:

Established internal AHT and CSAT benchmarks that met—and often exceeded—the client’s newly formalized KPIs, even during leadership transitions.

Conclusion

By sustaining 95%+ CSAT, keeping attrition below 3%, and consistently meeting or exceeding newly defined KPIs, The Office Gurus transformed initial outsourcing hesitation into a stable, high-performing partnership. The result was improved service consistency, stronger operational resilience, and long-term trust in a highly competitive travel environment.

“

I’ve worked with several BPOs in the past, and to be honest, most of those experiences were painful. When I joined the company, outsourcing was not something I wanted—but with growing call volumes and rising abandon rates, I had no choice. My initial plan was to stabilize the situation and then end the partnership. But from the very beginning, TOG was just different. The culture, the people, the way they integrated with our team—it was seamless.

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Testimonial

Experience ***The Guru Way:***
Better, Faster, and More
Efficient CX

20+
Years in Business

4500+
Total # of agents
across all locations

80+
Clients Across the
United States

4+ years
Avg. length of client
relationships

Global Footprint



Belize



Dominican Republic



El Salvador





Philippines




United States

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 WWW.THEOFFICEGURUS.COM

 LEARNMORE@THEOFFICEGURUS.COM

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