TLCx

Beyond Outsourcing: How Strategic Partnerships Unlock Co-Creation and True Business Transformation

When outsourcing evolves from task execution to shared ownership, the results speak louder than any SLA—cost savings, AI alignment, customer loyalty, and a partner who feels like an extension of your own team.

From Vendor to Strategic Performance Partner

TLCx was initially engaged for billing support. What developed was a fully integrated strategic partnership supporting a large dedicated team across nearshore and offshore operations that manages a very high volume of customer interactions annually.

250+
Total FTEs Supported
77% nearshore, 23% offshore — a fully integrated extended team

2.5M+
Contacts Annually
Consistent, high-volume support delivered with excellence in Voice and Chat channels

$3M+
Cumulative Savings
Generated through ACH conversion initiatives and operational discipline

81%
First Contact Resolution
Resolving complex customer billing issues right the first time, every time

The Evolution of Outsourcing: From Transactional to Transformational

For too long, outsourcing has been viewed as a simple transaction: hand off the work, hit the metrics, keep costs down. But the most forward-thinking organizations know better. True outsourcing today is about **co-creation**—a partnership where two teams blend strengths to reimagine processes, integrate technology, and drive outcomes neither could achieve alone. This shift requires a mindset change, embracing collaboration, innovation, and shared accountability to create customer experiences that resonate deeply and deliver lasting value.

At TLCx, we've seen this shift firsthand. What begins as billing support can become a catalyst for enterprise-wide transformation. Our partnership with **a valued client in the consumer services industry** is a powerful example: since Q2 2022, we've grown from a vendor into their sole billing partner and expanded into chat support, delivering millions in savings, record ACH conversions, and consistently exceptional customer experiences—all while aligning seamlessly with their AI initiatives.

> **Human-First. Tech-Powered. Results-Led.** That's not just our tagline; it's the operating model that turns outsourcing into transformation.

Measurable Enterprise Impact

💳 Credit Spend Reduction

Over $500,000 year-over-year, with more than 25% improvement in credits per call despite rising volume.

🏛️ Digital Payment Conversion Initiative

Hundreds of thousands of successful ACH conversions, generating millions in cumulative savings and meaningful annual recurring benefits through leadership cadence and focused coaching.

🤖 AI IVR Alignment

Rapidly adapted operations after the client deployed their AI-powered IVR system—reducing billing inquiry and cancellation volume while maintaining strong customer satisfaction.

⭐ Quality & Experience

Strong 81% First Contact Resolution in a complex billing environment, monthly QA scores consistently 94–98%, and highly positive customer feedback.

> "The first representative who truly solved my issue and went above and beyond."

> "Took ownership, patient, professional, and respectful."

> "The best service I've received."

These weren't isolated wins. They stemmed from a deliberate co-creation mindset: joint governance reviews, cross-channel journey mapping, detractor segmentation, callback tracking, and process enhancements that reduced friction across the entire customer lifecycle.

What True Co-Creation Looks Like in Practice

Co-creation means moving beyond "do this task cheaper" to "let's re-engineer this together for better outcomes."

1

Shared Ownership of Outcomes

We don't just execute—we co-own the metrics. Regular leadership cadences, real-time performance dashboards, and incentive programs aligned to the client's priorities turned our agents into true extensions of their team.

2

AI as a Collaborative Tool

Rather than resisting automation, we optimized around their AI IVR deployment. By combining intelligent automation with human empathy and judgment, we reduced low-value volume while elevating the moments that matter.

3

End-to-End Journey Thinking

Instead of siloed billing support, we introduced governance that spans channels and lines of business. The result? Fewer escalations, stronger retention, and a partnership that now handles both voice and chat with the same excellence.

4

Continuous Transformation

By Q2 2025, the client made TLCx their exclusive billing partner and expanded our scope. That decision was driven by proven results: financial discipline paired with customer experience excellence.

The Transformation Payoff: More Than Metrics

This partnership proves that strategic outsourcing delivers compounding value:

$ Financial Impact

Millions in direct savings plus ongoing efficiency gains.

Operational Resilience

Seamless AI integration and multi-channel scalability.

Cultural Alignment

Agents who feel ownership produce the kind of service customers remember and recommend.

Strategic Agility

The ability to pivot and expand as business needs evolve.

In an era of rapid disruption—AI acceleration, rising customer expectations, and pressure to do more with less—organizations that treat outsourcing as a **transformation engine** will outperform those who treat it as a cost line.

Your Invitation to Co-Create

Outsourcing doesn't have to be transactional. When you partner with the right team, it becomes a force for genuine business transformation—delivering empathy at scale, unlocking AI potential, and driving results that matter to your bottom line and your customers.

At TLCx, we've built our entire model around this philosophy. Whether you're modernizing billing, optimizing contact center operations, or aligning AI across channels, we bring the nearshore/offshore scale, the governance discipline, and the human-first mindset to turn "vendor" into "valued partner."

Human at the Core. Powered for Tomorrow.

Ready to move beyond traditional outsourcing? Let's explore how a true co-creation partnership can transform your CX operations.

What We Bring to the Table

- Nearshore & offshore scale
- Governance discipline
- Human-first mindset
- AI channel alignment
- Billing & contact center expertise

Contact Sales@TLCx.com to start a conversation.

Bryan Gray is **Chief Commercial Officer** at **TLCx** — a veteran-owned leader in **customer experience solutions**.

Human-First. Tech-Powered. Results-Led. Adaptable by Design.

With more than **20 years** driving CX excellence, Bryan has led high-impact initiatives that fuse intelligent automation with genuine human empathy—delivering seamless, personalized journeys that boost loyalty, slash friction, and fuel sustainable growth for global enterprises across healthcare, retail, finance, and beyond.