



CASE STUDY

INDUSTRY: FINANCIAL SERVICES
SOFTWARE, LENDING, FINTECH



A national fintech brand delivering software-based financial products was looking for a CX partner who could do more than hit metrics—they needed consistent leadership involvement, ownership of results, and alignment with internal operational goals.

THE CHALLENGE

Traditional outsourcing partners often lacked executive accountability, resulting in misalignment, slow escalations, and inconsistent performance. This financial client needed a BPO partner that could not only meet service-level goals but drive outcomes with executive focus and operational maturity.

World Connection's Solution

World Connection...

- deployed a seasoned account management team, including senior leadership touchpoints on cadence
- embedded performance reviews, and full visibility into agent KPIs
- our supervisors worked closely with client-side teams, while WC's co-CEOs remained personally engaged—setting a new bar for responsiveness and alignment

In industries where accuracy, escalation speed, and brand trust are critical, executive-aligned BPO partnerships like World Connection give financial services teams the confidence and control they need—without sacrificing performance or accountability.

“The senior-level engagement was unmatched. WC didn't just manage—they owned the results.”

Outcomes

Performance targets consistently met and exceeded

Seamless integration of new financial products into support flows

Low agent attrition with strong product knowledge retention

High client confidence driven by executive responsiveness

Need a partner who doesn't disappear after the contract is signed? Let's talk about how WC drives outcomes from the executive level down.