

## IMPACT STORY

# How Arraya Solutions Enhanced *Customer Satisfaction* Through Outsourcing Critical IT Roles



## THE CHALLENGE

John Kilgore, VP of Operations at Arraya Solutions, faced a critical challenge: enhancing customer satisfaction amidst talent shortages in North America, particularly for roles requiring 24/7 support.

Arraya needed skilled professionals willing to work non-standard hours to meet customer demands and maintain service excellence.

## SOLUTION

Leveraging B&P's support, they established a *dedicated customer support team in the Philippines*, ensuring [24/7 service](#). Through B&P's careful selection process and cultural alignment efforts, they built a team that shared their customer-centric values. This offshore team, handling critical IT functions, [tripled <sup>x3</sup> their customer satisfaction scores](#), boosting retention and growth.

## RESULTS

### Significant Increase in Customer Satisfaction Metrics

The collaboration with Booth & Partners provided a strategic edge, [allowing for agility and scalability](#) within their dedicated team. This enabled them to proficiently manage critical IT functions resulting in a remarkable threefold increase in customer satisfaction.

## ABOUT THE CLIENT

Industry: [IT SOLUTIONS AND SERVICES](#)  
Company Name: [ARRAYA SOLUTIONS](#)

Arraya Solutions is a leading provider of IT lifecycle services, specializing in data center, cloud, and cybersecurity solutions for clients across North America. Their mission is to collaborate with customers, leveraging technology to optimize IT investments and drive business growth.



*"Booth's solution enabled a dedicated team in the Philippines for seamless off-hour operations, driving a remarkable 3x increase in customer satisfaction. Their availability and responsiveness have elevated our service quality, resulting in stronger customer relationships and business expansion."*

**John Kilgore**  
VP of Operations at Arraya Solutions