

Call Center Scaling Strategy

From Setup to \$6M EBITDA:
Operational Roadmap, Capital
Requirements, and
Profitability Levers

STRATEGIC OPERATIONAL PLAYBOOK

INTERNAL USE ONLY

The High Stakes: Risk vs. Reward Profile

THE INVESTMENT HURDLES (The Valley of Death)

Capital Commitment

\$745,000

\$145k CAPEX + \$600k Cash Cushion

Time to Breakeven

8 Months

Target: August 2026

Owner Payback

22 Months

14-month lag post-profitability

THE SCALING PRIZE (The Growth Phase)

Year 2 Profit

\$697,000

The Turnaround

Year 5 EBITDA

\$5.9 Million

The Goal

Return on Equity

136%

Post-stabilization

Insight: High upfront risk yields aggressive returns, but only if operational discipline is maintained during Months 1-8.

Capital Requirements: Funding the Runway



Critical Deadline:
Cash cushion must be fully secured by July 2026.

Insight: The business requires substantial working capital support. You are not just funding the launch; you are funding the deficit until August 2026.

The Path to Profitability: Survival vs. Recovery



Month 0

Month 8

Month 22

↑
**Breakeven
Point**

↑
**Owner Payback
Achieved**

IRR: 9% during recovery;
Accelerates post-Month 22.

Factor 1: Pricing Power & Service Mix

Directive: Prioritize High-Complexity Technical Support over General Inbound Sales.

+\$700/mo Difference

OPTION A: Sales Support

\$2,500 / month

Cons:

- Lower barrier
- Higher commission costs

OPTION B: Technical Support

\$3,200 / month

Pros:

- Higher skill requirement
- Better retention

Implementation: Define inputs (Skill Tier, SLAs, Ticket Volume) to justify the premium.

**Impact: 28% Jump in ARPC
(Average Revenue Per Customer)**

Factor 2: Labor Discipline & Ratio Management



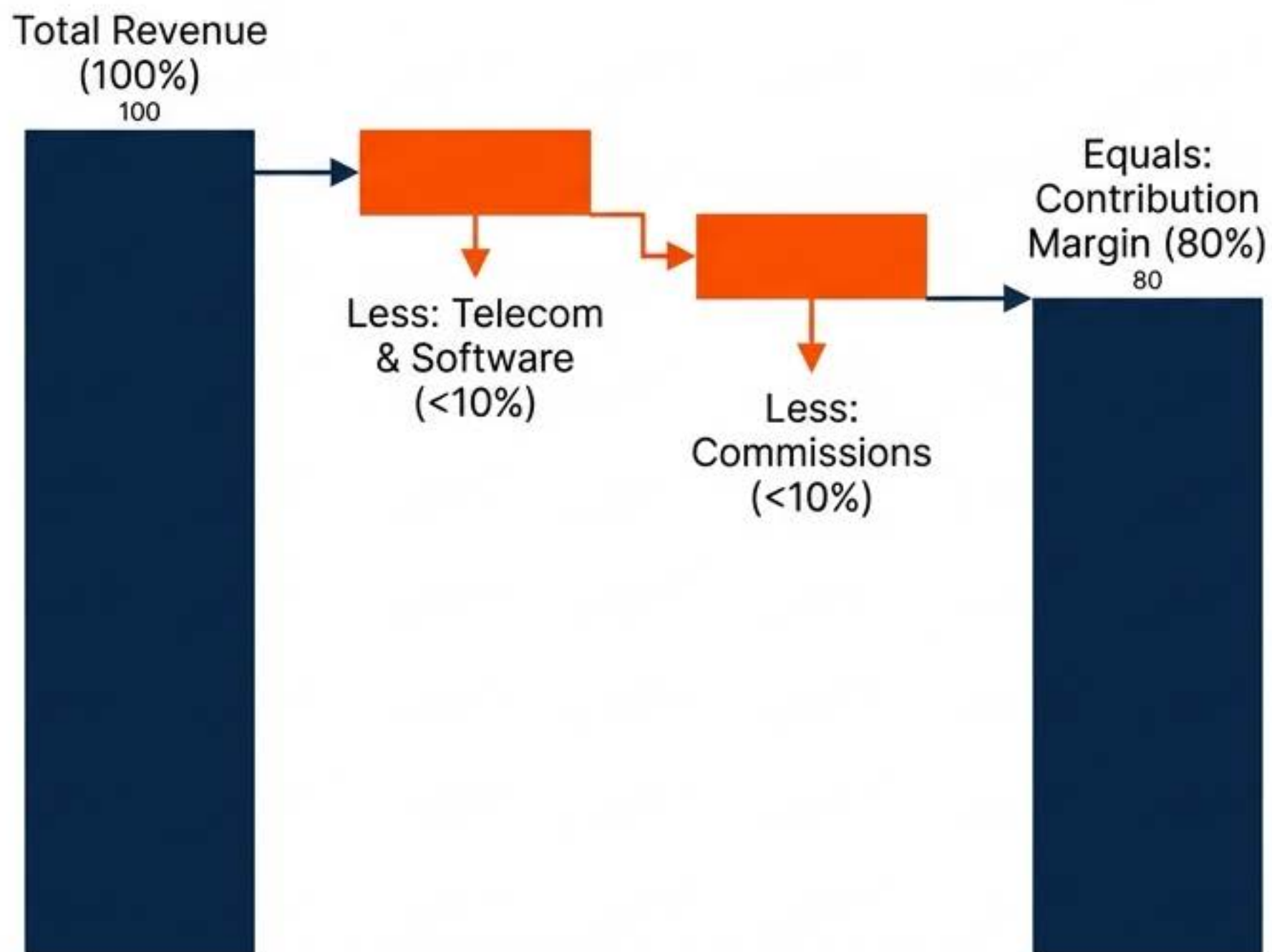
The Cost of Inefficiency:

- Adding a Lead too early costs \$20,000/yr in salary differential.
- If agent churn > 30%, replacement costs wipe out margins.

Action item: Focus heavily on retention programs. Keeping an agent is cheaper than replacing them.

Factor 3: Variable Cost Discipline (The 80% Rule)

Strategic Imperative: Lock Telecom + Commissions at <20% of Revenue



WARNING:

Data Alert: Source data discrepancy.

Initial data shows VC at 200%. This must be reconciled to 20% to achieve the 80% Contribution Margin target.

Factor 4: Increasing Billable Hour Density



- **The Goal:** Increase billable hours by 50% per customer.
- **Why:** Spreads fixed costs over more output without increasing CAC.
- **Risk Factor:** Onboarding Speed. Delays > 14 days increase churn risk.

Factor 5: Conquering the Fixed Overhead Hurdle



Fixed Cost Breakdown (\$13,150):

- Rent / Office Space
- Core IT / Software Licenses
- Admin Salaries

**Delay office expansion. Use co-working spaces.
Audit software quarterly.**

Factors 6 & 7: Owner Compensation & Returns

THE OPERATOR (Salary)



**\$130,000 / Year
Fixed**

Hard operational cost. Must be covered before debt service.

**Do not treat the business account as a personal wallet.
Salary is the limit until the 22-month payback.**

THE INVESTOR (Equity)



**136% ROE
(Return on Equity)**

Achieved once business stabilizes.

Customer Dynamics: The Cost of Acquisition



- **Implication:** High CAC demands long-term retention.
- **Mandate:** Target E-commerce and Tech sectors for high Lifetime Value (LTV).
- **Risk:** Churn within the payback period destroys value.

The Financial J-Curve: From Loss to Profit



Scaling to \$5.9 Million EBITDA



“Scaling is aggressive... marginal revenue drops directly to the bottom line.”

Risk Mitigation: Where the Plan Fails

Pre-Mortem Checklist



The 14-Day Barrier

If onboarding > 14 days, churn spikes.



Variable Cost Bloat

If Telecom + Commissions remain at 200% instead of 20%, we fail.



Labor Churn

Exceeding 30% turnover destroys margin.



Telecom Provisioning

Over-provisioning wastes 10% of revenue.

Strategic Mandates: The Blueprint for Success

1

Secure Capital: Do not launch without \$745k (\$600k Buffer).

2

Sell Value: Prioritize the \$3,200 Tech Support package.

3

Fix the Math: Telecom + Commissions must be $< 20\%$.

4

Protect the Core: Maintain 6:1 Agent Ratio & $< 30\%$ Turnover.

5

Drive Density: Push utilization to 120 hours per client.

Follow these mandates to navigate the Valley of Death and achieve Scale.