

TOTAL QUALITY MANAGEMENT:

# THE QUIET ADVANTAGE BEHIND BOOMERANG'S SUCCESS.



**In the BPO world, “quality” is a word thrown around so often that it risks becoming meaningless. Everyone claims to deliver it. Everyone says they measure it. But after 20 years of running Boomerang, we’ve learned that true quality doesn’t come from metrics alone, it comes from mindset.**

That mindset is Total Quality Management (TQM) and it’s one of the quiet advantages that makes Boomerang different. It is the secret to delivering high customer satisfaction rates and high Trustpilot review ratings.

It is also a primary reason why 81.73% of employees say they are committed to a long term career at Boomerang (Survey Aug 2025) and our attrition is less than half the industry norm.

## **What TQM Really Means**

In theory, TQM is about continuous improvement, with everyone in the business owning responsibility for quality. But in practice, many organisations reduce it to compliance checklists and scorecards.

At Boomerang, we’ve taken a different approach. For us, TQM isn’t just about what we deliver to clients, it’s about how we deliver to each other inside the business.

As Robert Joubert, founder and CEO of Boomerang BPO explains:

“We view every department and every person in the company as a customer. Total Quality Management is not just what you show the end client, it’s what happens behind the scenes. If you treat every colleague as if they were a client, it elevates the quality of everything you do.”

## **Internal Customers, External Impact**

Take payroll as an example. In most organisations, it’s a back-office function. At Boomerang, we treat payroll as a “client.” That means accuracy, timeliness, and presentation matter as much as if it were an external deliverable.

Why? Because the way you treat internal processes sets the tone for the external experience. If you cut corners internally, you send a message that mediocrity is acceptable. If you deliver excellence at every level, that standard naturally flows into the service customers receive.

“You can’t treat people poorly inside the business and expect them to deliver an amazing experience outside,” Robert notes.

## Culture and TQM Go Hand in Hand

TQM at Boomerang isn't a programme or a certification; it's embedded in our culture. We call our people "BAEs," (Brand Ambassador Experts) not 'agents', because they're more than a workforce, they're the heartbeat of the business. And when employees are well trained, engaged, they feel respected, valued, and they are trusted, then they raise the standard of everything they do. This culture translates into measurable outcomes. And it translates into high satisfaction for our clients, as explained by our client, a Direct-to-Consumer company in the UK;

**"Since partnering with Boomerang in 2021, our performance has seen a marked uplift across multiple metrics. One standout achievement has been maintaining an exceptionally high and consistent CSAT score of 4.89+ (out of 5), which speaks volumes about the quality of services customer care provided. This consistency reflects not just skill, but the pride the Boomerang team takes in their work."**

## Why TQM Matters for Clients

Clients buy reliable outcomes: stable CSAT, fewer escalations, faster resolution, lower cost-to-serve. TQM is how we manufacture predictability. The commitment offered and the processes behind the scenes should be

as robust as the outcomes which are targeted on the front line.

Because Boomerang people treat each other with the same respect as they treat customers, that authenticity and genuine care comes through in every interaction.

## Lessons for the Industry

From two decades of embedding TQM, here's what we've learned:

- Start inside. Internal customers set the tone for external delivery.
- Culture is quality. Engaged employees create durable CSAT, not one off spikes.
- Measure what matters. CSAT and eNPS aren't "soft" metrics, they're leading indicators of retention and margin.
- Make it everyone's job. Quality isn't an operations department responsibility; it's owned by all.



## The Bigger Picture

In BPO, the temptation is to chase quick wins, faster handling times, cheaper contacts, more volume. But sustainable success comes from something quieter: an obsession with quality at every level, from how payroll files are processed to how clients' customers are greeted on the phone.

That's why Total Quality Management isn't jargon at Boomerang. It's the DNA of how we work. And it's why, after 20 years, our clients trust us not just to deliver service, but to deliver excellence.

### What our clients say

"Thank you on behalf of myself and our customers, you do an amazing job every single day of the week delivering amazing experiences to our customers and you always do it with such a positive attitude. Congratulations on a massive 20 year milestone, enjoy the celebrations, you genuinely deserve it." Direct-to-Consumer Company UK

"The Boomerang team is part of our team, it's not an external company. You provide such a great service that's helped push our business on from being a small start up to now being a well loved brand in the UK. The Boomerang team really understand what it means to provide great service to our customers, and for us we are super super lucky to have you as part of our team."



### Technology Company UK

"We have received a number of awards, and without Boomerang SA support we would not have been able to win those awards. We go above and beyond for our customers, and we are really about what we do. Boomerang are more than the average outsourced partner. We truly see them as an extension of the team, and it comes back to 3 key areas: The relationship and leadership element; the cultural aspect and us sharing

that synergy; and thirdly, the people that work there. The people really represent our brand well." Retail Company UK

### Closing thought

Quality isn't what you tell clients you deliver. It's what shows up in every interaction, internal and external. For Boomerang, TQM has been the quiet advantage behind our success in delivery for clients, and it's the foundation we'll carry into the next 20 years.

### About Boomerang

Established in Cape Town in 2005, Boomerang is a trusted provider of business process outsourcing and outsourced contact centre solutions. South Africa was recognised as a top BPO destination in 2021 and 2022. At Boomerang, we excel in delivering exceptional Customer Experience (CX). Our unique strengths lie in our extensive domain knowledge, dedicated workforce, and customer-centric approach.

Collaborating with multinational consumer brands, we ensure unparalleled Trustpilot and Customer Satisfaction scores through customized campaigns that exceed expectations.

Boomerang is your proven Customer Services and CX partner, known for our reliability, commitment, and capability. With a focus on strategic planning and seamless execution, we continuously strive to enhance our services and add value for our clients.

### Get in Touch:

info@boomerangsa.com

Phone SA: +27 021 673 8100

UK: +44 208 135 5501

AUS: +61 272 018 7

US: +1 226 009 471