

OUR CULTURE:

# WHY WE CALL OUR PEOPLE "BAES" AND WHY IT MATTERS.



## In most contact centres, frontline people are called agents. At Boomerang, they're not.

From day one, we set out to build a company where people feel they belong. More than just a job, they are partners in building something meaningful. That's why in 2023 we made a decision and rebranded to call our employees BAEs: Brand Ambassador Experts. It's a small word with a big signal: belonging, pride, and performance. Two decades in, it has become a genuine differentiator in a fiercely competitive industry.

### More than semantics

Language shapes identity and aspiration. Only the very best, talented and bright persons who pass stringent training tests, evaluation criteria and assessments are employed in our company as BAEs. When people hear themselves referred to as BAEs, not "agents," they see themselves as trusted professionals and custodians of our clients' brands. That identity shows up in the quality of each customer conversation, the willingness to go the extra mile, and how teams support one another under pressure.

"There are no agents at Boomerang, there are only BAEs." High engagement isn't a perk, for Boomerang it's a performance system.

## Proof in the outcomes

Culture can be measurable. Recent internal data shows: 82% of our people intend to build a long-term career at Boomerang (Aug 2025 survey).

- 84% say they understand how their work impacts company goals; 77% believe Boomerang has a positive impact on people's lives (Aug 2025 survey).
- 76% report satisfaction with workplace culture (employee survey).
- Clients scored 85% for "culture visibility in our service delivery" (Aug 2025 client survey).
- On key programmes, CSAT and Trustpilot ratings are consistently among the highest in their categories, including a 4.89+/5 CSAT sustained over time (client case data).

These aren't vanity stats. They connect directly to commercial value:

- Lower attrition means lower cost-to-serve. Every unnecessary leaver costs money and momentum in recruiting, onboarding, nesting, performance dip. Keeping BAEs longer stabilises quality, reduces error and rework, and protects client outcomes.
- Higher engagement leads to higher quality. Engaged people handle complexity better, close loops faster, and recover service failures with empathy. That moves the needle on NPS, CSAT, first-contact resolution, and retention.

**A client put it well:  
"Since partnering with Boomerang in 2021, we've sustained a CSAT above 4.89/5. That consistency reflects not just skill, but the pride the Boomerang team takes in their work." – UK D2C brand**

### Why it's rare

Many firms talk about culture; fewer operationalise it. Industry attrition is notoriously high. We operate at roughly half the industry average, which compounds advantages over time: fewer handovers, richer institutional knowledge, steadier leadership pipelines, and far less variability on the floor. That consistency is priceless to clients in peak and during change.

### From employee experience to client experience

We believe there is a direct link between great employee experience and great customer experience which drives great client outcomes. You cannot treat people like a commodity cost centre in the back office and expect premium service at the front line. "High engagement translates directly into client success." It's both a people philosophy and a commercial strategy.

### Lessons for the industry

- Language matters. Titles and labels shape identity and behaviour.
- Engagement drives performance. Treat it as a leading indicator, not a feel-good metric.
- Low attrition is an economic weapon. It protects quality and compresses cost-to-serve.
- Authenticity beats slogans. Prove culture with data, client outcomes, and real stories.

The bigger picture: Calling our people BAEs may seem like a small thing. Behind it sits a system of hiring for values, stringent assessments, training benchmarks to qualify. This is followed by coaching that builds mastery, by leaders who serve, and rituals that create belonging. In an industry often defined by churn and transactional relationships, we've built something much stickier: a community.

That's why the word matters. Because in every customer conversation and every client partnership, what shines through is a BAE bringing their best.

