

Boundless Immigration saves more than 10,000 hours a quarter with Front

INDUSTRY

PROFESSIONAL SERVICES

COMPANY SIZE

51 - 200

Practically impossible to navigate alone, the U.S. immigration process is complex and often daunting — but [Boundless Immigration](#) is on a mission to change that. Boundless Immigration simplifies immigration for individuals, families, and businesses with innovative software, expert legal guidance, and a commitment to making the process accessible and easy for everyone.

Boundless has 400 team members across the U.S. and the Philippines, including a large customer-facing presence in Cebu. Over the past 15 years, they've processed roughly 100,000 immigration applications for individual consumers alone, and continue to handle between 500 and 1,000 applications each week, with a 99.7% success rate.

Early on, the team used Front to streamline basic back-and-forth communication, but left much of the platform's potential untapped. Eighteen months ago, the operations team began exploring Front's full capabilities. "We're now leveraging Front to go beyond email collaboration, evolving it into a powerful customer relationship management solution," says Director of Global Operations [Erik Finch](#).



Emails were a daily struggle. Despite our best efforts, our workflows before weren't designed to handle hundreds of emails from hundreds of partners.

- ERIK FINCH, DIRECTOR OF GLOBAL OPERATIONS AT BOUNDLESS

Growing the team without sacrificing quality

In Boundless Immigration's early days, a small group of highly specialized professionals handled customer support, navigating strict legal standards unique to immigration services. However, as Boundless grew, they needed to scale this expertise to a much larger team without sacrificing quality or customer focus.

"People want to be treated as individuals, not as just another ticket in a queue," says Erik. "If your response feels scripted or robotic, they notice — and they definitely don't feel the love."

Struggling to capture and understand customer feedback

Initially, the team collected customer satisfaction (CSAT) data using a third-party tool. Analyzing the information required them to leave their primary platform and rely on an additional SaaS tool, adding extra layers of management, integration, and reporting tasks. Worst of all, they couldn't connect the ratings back to the correlating conversations. This made it challenging to fully understand the context behind the feedback and effectively address customer concerns.



Front stands out for three reasons: it centralizes all communications for seamless collaboration, organizes customer interactions under one contact for easy reference, and Front AI leverages AI to simplify summaries and ensure consistent, on-brand replies.

- ERIK FINCH, DIRECTOR OF GLOBAL OPERATIONS AT BOUNDLESS

Centralizing communication for seamless customer support

Today, Boundless uses Front as their primary communication tool for operations and customer support teams. Sales teams also leverage Front for [live chat](#), while marketing maintains the help center and responds to customer feedback.

Customer interactions typically begin with the general support team, which acts as a clearinghouse to route inquiries to specialized teams.

Depending on their stage in the immigration process, customers may receive help center articles, personalized guidance from an assigned agent, or tailored support from teams specializing in government processes and timelines.

For their direct-to-customer services, Boundless provides live chat seven days a week, 16 hours a day. Their telephony system is seamlessly integrated to record all phone interactions, offering the same 16/7 availability for consistent support. “We also manage multiple inboxes with advanced Front [routing](#) and [workflow automation](#), ensuring communications flow seamlessly across teams and workflows so the right people receive the right information with timely responsiveness,” says Erik.

Providing real-time insights with instant CSAT visibility

Unlike the team’s previous CSAT approach, which required switching between tools, Front integrates everything into one system. The team can now reference actual interactions directly from Front’s metrics and reports, tying feedback right to the original conversations.

One key insight they gained was that their previous CSAT form – with multiple responses and evaluation areas – didn’t resonate with most customers. “Most people just want a quick, simple way to share feedback,” says Erik. “That’s where Front shines: Customers just click a button, give a star rating, share a quick thought, and move on.” This simplicity led to a significant increase in responses, providing more feedback that truly reflects the user experience.

Instead of waiting for formal reports during monthly reviews, CSAT ratings are immediately visible to managers and team leads. “This was a major evolution for our team,” Erik says. “We can now address both negative and positive feedback in real time. If a negative score comes in, we can follow up quickly and resolve the issue.”

The results speak for themselves: Many issues that once led to negative public reviews are now triaged and resolved internally, faster and with better outcomes for customers.

Leveraging the scale of their team to deliver personalized experiences

Previously, Boundless handled interactions with the same customer across multiple channels in isolation, making it hard to see the bigger picture. With Front’s [contact feature](#), they unify all engagement – whether by email, chat, or phone – into a single view, providing valuable insights into the customer’s needs. This is in stark contrast to a common customer frustration about having to repeat themselves and explain their history.

By organizing contacts and assigning dedicated agents to specific customers, Boundless creates the impression that customers are always interacting with the same person or small team, even with a large support staff.

Transforming operations with AI-powered solutions

With [Front AI](#), Boundless has significantly reduced manual effort, improved consistency, and enabled teams to focus on high-value tasks. “AI draws solutions for our chatbot from our Help Center, which is a huge win for me: It ensures the information is accurate and fully under my control,” says Erik. “People are taking this information and making life decisions with it, so the stakes are really high.”

With AI, Boundless ensures consistent categorization of tens of thousands of monthly emails and thousands of phone calls. They also rely on Ask your knowledge base to empower teams outside operations, like sales and marketing, to quickly access information, reducing dependency on specialized teams. “I could write out an answer in 10 minutes, or I could just direct them to Front’s Ask your knowledge base, which can help in seconds,” says Erik.



Front’s AI has been huge: If we had to do all of that manually, there would be inconsistencies, missed details, and messy data.

- ERIK FINCH, DIRECTOR OF GLOBAL OPERATIONS AT BOUNDLESS

Simplifying SLA management

To manage service level agreements (SLAs), Boundless uses Front inboxes tailored to different teams. They can now track SLA adherence comprehensively, even with varying time frames – from two minutes to two hours. Front provides insights into reply times and SLA breaches, which helps the team understand and address issues. Its customizability lets managers filter data by tags, agents, or other criteria, making performance reviews and team assessments more precise. “Front makes complex operations straightforward and efficient, and simplicity is a virtue when it comes to operations,” says Erik.

Saving over 10,000 hours a quarter

Front has fundamentally transformed how Boundless Immigration delivers customer service, enabling the team to scale operations without proportionally increasing resources. By leveraging Front's automation, routing, and AI capabilities, Boundless saves over 10,000 hours every quarter — time that would otherwise be spent on manual processes like tagging, triaging, and responding to inquiries.

This efficiency has had a direct impact on team size and performance. As the company began utilizing Front's advanced functionality, the team size plateaued, despite growing customer demand. Without Front, Erik estimates that the team would need to double in size to handle the same volume of work. Instead, they've empowered their existing staff to achieve greater impact and performance with the same resources.

Enhanced customer experience

From a customer perspective, Front has elevated the quality of service Boundless provides. Faster response times — often within two hours for even complex inquiries — delight customers and build trust. The seamless integration of AI tools, chat workflows, and knowledge base resources ensures that customers receive accurate and timely support at every stage of their journey.

Driving broader strategy

Front isn't just a tool for customer service: It's a cornerstone of Boundless Immigration's broader strategy. Empowered to scale efficiently and maintain exceptional service levels, Boundless can focus on their mission of simplifying immigration and reuniting families. "Our team has always gotten extremely high marks on professionalism, courtesy, and empathy," says Erik. "Once people believe that's the standard that your company provides, it changes from a transaction to a relationship."



Our team would probably have to be double the size if we didn't have Front

- ERIK FINCH, DIRECTOR OF GLOBAL OPERATIONS AT BOUNDLESS

10K

Hours saved per quarter

99.7%

Application success rate