

33% Fewer FTEs Maintain High CSAT Amid Acquisition

The Challenges

- Previous partners posed security risks
- Agents struggled to handle email and chat demand
- High costs strained resources and threatened business processes

The Solutions

- Customized existing systems to answer all email and chat escalations
- Team lead coached agents in skills of acquired companies
- Established QA of emails and chats
- Dedicated team owned special admin projects

The Results

- Maintained efficiency while scaling FTEs by 33% from 12 to 8 agents in the Philippines
- Reduced 2024 response time by 23.5 days
- Achieved 4.29 out of 5 CSAT score

Meal Replacement Company Expands Distribution

This meal replacement company offers products in powder, shake, and bar forms. Founded in 2013 and headquartered in California, the company only sold products within the US until 2015, when it began shipping to Canada. In 2017, 7-Eleven became the first offline venue to sell its products, and by the following year, sales became available at Walmart, Target, Kroger, and Meijer. By 2021, more than 28,000 retail stores carried the brand's meal replacement products.

THE WHO

Navigating Risks Among Costly Support Solutions

Business growth brought a few challenges to support strategies and the previous customer experience team:

- **Outsourcing Issues:** Previous partners couldn't efficiently manage business processes. The company experienced a security breach with an agent, requiring swift action.
- **Cost-Efficient Staffing:** High costs with these providers proved unsustainable, prompting the company to seek other options to reduce costs while maintaining efficient agent support.
- **Expert Support:** Existing agents lacked the tools to answer the high volume of email inquiries regarding subscriptions and purchases of nutritional supplement products.

THE WHY

The company needed to overhaul contact center solutions for scalable operations, minimized costs, and improved customer relationships.

Building a Solid Base for Scalable CX Support

In 2015, the business partnered with [ROI CX Solutions](https://www.365roi.com), experts in delivering scalable, high-quality support. ROI improved processes by implementing strategies compatible with the brand and, upon its acquisition in 2023, its 3 sister companies.

THE HOW

About ROI CX Solutions

Established in 2008, ROI CX Solutions has always been committed to delivering client-centric solutions, even amidst economic challenges. The efforts of ROI CX Solutions have generated over \$22 billion in revenue for their partners. Offering services in 29 languages, their dedication to excellence has been recognized in the 2022 Inc. 5000 list.



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THE STRATEGY

ROI integrated with internal systems for efficient data compilation and enhanced communication, improving consistency and analytics across all brands.

ROI hired a cost-effective team of 8 full-time equivalents (FTEs), providing regular coaching and eventually training them in all brands to improve flexibility in answering a variety of customer needs. The team organized a strategy for answering customer email and chat escalations, vital to continued success.

This approach ensured all associated companies could expertly meet customer demand and improve operational efficiency as each business grew and responded to their respective markets.

THE RESULTS

Tenured Agents Own Extra Responsibilities Amid Acquisition

The company's partnership with ROI made a lasting impact, improving operations and metrics across key performance areas:

- **Dedicated Agent Team:** ROI provided a cost-effective agent staffing solution, impressing the brand's parent company and prompting them to utilize the team for the 3 sister companies. ROI scaled FTEs from 12 to 8, cross-training agents in each company for streamlined operations and increased productivity with fewer FTEs.
- **Responsive Support:** ROI's team took ownership of additional special projects, improving administration processes and tracking emails and chats for improved QA.
- **Improved Customer Engagement:** ROI's team helped 24,657 customers in 2024, closing 37,892 tickets with a customer satisfaction (CSAT) score of 4.29 out of 5. The team also saved 23.5 days in response time.

ROI expertly scaled operations to meet business demands, adapting as the company was acquired by another. The team's regular agent coaching and email and chat QA ensured high-quality support throughout the multi-year relationship. All brands continue to look to ROI as a critical resource for staffing and knowledge base buildouts, preparing the partnership for additional training undertakings to accommodate demand.

Could **ROI CX Solutions** be the solution you need?
Let's chat!



**Lowered Costs with
Dedicated Offshore Team**

**Email and Chat QA
Improved Engagement**

Decreased Response Time

**ROI Proved Valuable Resource
for Parent Company**

**Prepared to Build Company-
Specific Knowledge Bases**



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