

99% Shorter Wait Times for CRM Software Company

The Challenges

- 2- to 4-day chat, email wait times frustrated users
- Lacked tools to track inquiries or project staffing
- Lacked resources for technical support or account management

The Solutions

- Chat and voicemail improved response rates
- Dedicated team offered white-glove premium support
- Hands-on learning shortened hiring period

The Results

- Streamlined training from 10 weeks to 8
- Achieved 93% CSAT
- Reduced peak season response times by 99% from 1 day to 1 minute and 30 seconds
- Reduced normal response times by 75% from 6 minutes to 1 minute and 30 seconds

CRM Software Engages Businesses and Customers

This company provides an all-in-one CRM solution designed to help business owners manage customer relationships, automate workflows, and streamline operations. The platform offers tools for email marketing, pipeline management, and customer engagement features, making it a comprehensive solution for businesses looking to enhance their customer experience.

THE WHO

Increased Interest Overwhelms Internal Staff

In 2021, the business saw an increase in membership inquiries, bringing key challenges as the internal team sought to implement customer experience solutions:

THE WHY

- **Quality Support:** The small internal team struggled to keep up with the demand. First response times were much longer than industry standard at 2 days for chat and 3 to 4 days for email, frustrating users and negatively impacting customer satisfaction.
- **No Scalability:** Internal staff lacked solutions to effectively scale their support team to handle the volume or to project accurate staffing for future growth.
- **Lack of Resources:** The company needed expert agents equipped with the proper tools to track inquiries, resolve technical issues, and answer account management requests.

The brand's reliance on their in-house team overwhelmed staff and limited the business' ability to grow with the increased business.

Multi-Tiered Support Delivers White-Glove Service

In January of 2022, the company partnered with **ROI CX Solutions**, a leader in scalable customer care. ROI implemented a multi-tiered support approach to address their challenges and enhance their overall customer experience.

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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ROI implemented **chat** for common troubleshooting issues, **voicemail** for billing inquiries and membership cancellations, and a specialized team offering **white-glove service** with faster resolution times and personalized assistance for premium priority members.

ROI streamlined the hiring process with a written assignment, a virtual interview, and a chat simulation to assess real-time skills. ROI looked for personalized conversations and concierge-level responses. ROI maintained this level of service by offering performance-based bonuses and continually training the team as an extension of the brand.

The partnership leveraged AI-driven tools to assist support specialists in crafting more effective, consistent, and accurate responses, enhancing overall satisfaction.

ROI streamlined business processes by refining workflows and improving conversation automations to provide greater visibility into customer interactions.

QA Implementation Improved Tracking and Accountability

Auto QA Promotes Real-Time Data-Driven Adjustments

Company Turned to ROI for 24/7 Offshore Support

ROI Increased Customer Retention

ROI Empowered Company to Focus on Products and Marketing

THE RESULTS

Responsive Support Gains Customer Trust

The collaboration between the company and ROI achieved substantial long-term success:

- **Streamlined Hiring:** ROI reduced the 10 weeks of training and nesting to 8 weeks of comprehensive training, eliminating nesting. Hands-on learning improved agent productivity and brand commitment.
- **Faster Responses:** ROI's team reduced peak season response times by 99% from 1 day to 1 minute and 30 seconds and normal response times by 75% from 6 minutes to 1 minute and 30 seconds.
- **Member Experience:** Responsive support improved customer relationships, earning the team an average 93% customer satisfaction score, exceeding the industry standard of 85%. The team prioritized customer care, seeing 95% CSAT many weeks.
- **Expanded Support:** Thrilled with this performance, the company turned to ROI for additional services. ROI implemented monitoring for improved QA and added offshore support in South Africa to provide overnight coverage for payment inquiries, ensuring 24/7 availability and further success.

ROI significantly improved the consistency and professionalism of interactions with members. Custom technology captured immediate feedback for new tool rollouts, allowing for real-time adjustments based on performance data. ROI's service directly contributed to business growth, empowering the business to expand product offerings, internal staff capabilities, and marketing initiatives.

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



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