



Maximizing Profits with Conversion Optimization

The Challenges

- Increased customer calls
- Overburdened contact center
- Rising customer dissatisfaction
- Need to increase subscriptions

The Solutions

- Segmented conversion strategies
- Sales-focused team deployment
- Performance monitoring
- Data-driven recommendations

The Results

- 74.56% conversion for Preferred Declines
- 33.33% conversion for Preferred Cancelled
- 83.33% increase to Retail conversions
- \$1.6MM in lifetime revenue, a 66.25% increase
- 94% profit margins
- 200% team growth

Customer Call Surges Bring Success & Struggles

In the health and wellness industry, this company distinguishes itself with a commitment to promoting optimal health through consistent fruit and vegetable intake. Their philosophy encompasses physical, spiritual, and chemical well-being and has garnered widespread attention and a growing customer base.

The business model is based on two customer categories: Retail and Preferred. While Retail Accounts offer the flexibility of one-off purchases, the primary goal is to encourage retail customers to become Preferred. By paying an upfront fee, these Preferred Customers not only enjoy benefits like automatic monthly deliveries and free shipping but more importantly, they represent a steady, recurring revenue stream for the company, month after month.

However, the business' heavy reliance on advertising also led to unexpected challenges, including surges in customer calls that overwhelmed their contact center and led to customer dissatisfaction. To maintain their standard of outstanding customer service, it became essential for the brand not only to re-engage lapsed Preferred Customers but also to drive new enrollments into this valuable category.

Maximizing Revenue Streams through Strategic Customer Segmentation

The company chose **ROI CX Solutions** for the provider's expertise in customer relationship management and their proven ability to enhance revenue streams by effectively converting different customer types.

ROI's strategy was multi-faceted, focusing on increasing sign-ups for the Preferred Customer program, addressing payment issues for Preferred Customers with declined credit cards, and re-engaging those who had



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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previously canceled their Preferred memberships. Pivotal in optimizing both customer retention and acquisition, ROI's targeted approach included a three-pronged strategy.

- **Dedicated Team Deployment:** They deployed a dedicated team of agents specifically trained to boost inbound sales conversions.
- **Performance Monitoring and Accountability:** A unified reporting metric was introduced to enable effective monitoring and assessment of agent performance.
- **Leveraging Data for Strategic Decisions:** ROI provided data-driven business intelligence and technology recommendations aimed at enhancing overall performance.

ROI's comprehensive approach went beyond addressing immediate concerns. By leveraging data and insights to drive business strategies, ROI fostered methods that resonate with evolving market trends and customer preferences, laying a foundation for ongoing growth and enhanced customer engagement.

10-Point Conversion Increases Leads to \$1.6MM Revenue

The collaboration with ROI CX Solutions brought about impressive results in customer engagement and sales. ROI's strategy boosted the conversion rate of Preferred Declines to 74.56% in October, an increase of over 10 percentage points from July. The conversion rate of Preferred Cancelled accounts hit a new high at 33.33%. Additionally, the conversion of Retail Accounts to new Preferred Customers jumped by 83.33% in October, indicating strong growth in customer loyalty.

This approach led to a marked increase in lifetime revenue, with a 66.25% rise to \$1.6 million in October. Moreover, ROI CX Solutions consistently maintained profit margins above 94%, reflecting the effectiveness of their strategies in addressing diverse customer needs and reactivating Preferred Cancel accounts.

ROI's Agent Headcount Increased by 200%

ROI Granted Full Access to Company's CRM

Such success prompted an expansion of ROI CX Solutions' role, growing their team from 20 to 60 agents and earning full access to the company's CRM. This growth and deeper integration into internal operations exemplified the trust and effectiveness of the partnership, underlining ROI CX Solutions' capability to exceed client expectations and foster a dynamic, mutually beneficial relationship.

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



75% Conversion for Declined Accounts

33% Conversion for Cancelled Accounts

83% Increase to Retail Conversions

Profit Margins Above 94%

\$1.66 Million in Lifetime Revenue

Increased Customer Loyalty



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