

White-Glove CX Earns 95% CSAT for Younger Audiences

The Challenges

- Struggled to manage volume
- Wanted to provide dedicated care, product education, and follow-up
- Lacked formal escalation and coaching processes
- Lost opportunities to upsell products and subscriptions

The Solutions

- 3 FTEs offered VIP treatment to all customers
- Implemented Five9 for omnichannel performance and sentiment tracking
- Developed clear responses for FAQs

The Results

- Condensed training to 1 week, training agents into brand ambassadors
- Exceeded 85% FCR goal with 88% FCR
- Reduced AHT over 6 months by 40% to less than 6 minutes
- Boosted CSAT from 90% to 95%

Company Tackles Digestive Health Naturally

This company offers natural digestive health solutions formulated to support gut health, manage acid reflux, and promote long-term wellness. The business aims to provide effective, science-backed alternatives to prescription medications and empower individuals to take control of their digestive health.

THE WHO

Team Struggles to Capture Growth Opportunities

In 2021, international market expansion engaged younger audiences, boosting social media engagement and presenting key challenges to the company's support strategies.

THE WHY

- **Scalability:** Internal teams struggled to manage the call volume, and the company lacked the scalability required to keep up with demand.
- **High-Touch Support:** Customers, especially first-time users, required knowledgeable support for supplement lines requiring education and follow-up.
- **Growth Potential:** Without an active support team, internal staff were required to multitask, leading to delayed response times, a lack of formal escalation and coaching processes, and missed opportunities to upsell products or deploy retention strategies.

Business relied on brand loyalty and reputation, so they needed a dedicated partner to provide white-glove service to their customers.

Engaged Partnership Thrives and Scales by 233%

The brand turned to **ROI CX Solutions**, experts in providing white-glove care to nutritional supplements and wellness customers. ROI offered comprehensive solutions.

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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First, 3 full-time equivalents (FTEs) in the US trained into brand ambassadors to offer VIP treatment to customers. ROI condensed training to one week and ensured peak performance with ongoing QA monitoring and agent coaching. Interactions evolved from a transactional nature to a more conversational, casual, and supportive tone, matching brand voice and culture.

ROI integrated with internal platforms and implemented **Five9** for domestic and international communications via email, chat, and phone, as well as dynamic call routing to accommodate demand. Agents focused on product education and onboarding, subscription management and retention outreach, escalation handling and order resolution, and Amazon order support and review response.

ROI tracked sentiments across all platforms, including social media, to identify feedback trends and to proactively inform messaging. The partners developed clear, consistent responses for frequently asked questions in macros and libraries, reducing workloads and improving response times.

Scalable Team Accelerated International Growth

Empathy-Driven Support Engaged Younger Audiences

ROI's Insights Improved Customer Journeys

Enabled Company to Expand into Prescription Products

Company Relied on ROI for Back-End Improvements

THE RESULTS

Flexible Strategies Boost KPIs, Empowering Breakthrough into Prescription Products

The collaboration with ROI achieved remarkable results across key performance areas.

- **First-Contact Resolution:** ROI's strategies empowered the team to resolve issues upon first contact, exceeding the FCR goal of 85% with 88%.
- **Customer Satisfaction:** The dedicated agents reduced the average handle time (AHT) by 40% over 6 months, maintaining it below 6 minutes and improving customer satisfaction from 90% to 95%.
- **Subscription Save Rate:** ROI's white-glove service and empathetic, educational support positively impacted customers' relationships with the company, encouraging them to subscribe to services.
- **Product Expansion:** The company launched prescription-based weight management programs in 2024. ROI quickly staffed to manage patient onboarding, pharmacy coordination, and ongoing education, allowing their partner to enter the medical wellness space without disrupting operations.

Partnering with ROI played a key role in scaling the business from a successful supplement brand into a multi-channel wellness company. With ROI's support, the company maintained strong service levels while expanding their offerings and audience. As social media following rapidly expanded on Facebook, Instagram, X (formerly Twitter), and TikTok, ROI's flexible support enabled the brand to keep up with new customer influx and respond quickly to emerging trends and questions from younger audiences.

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



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