

ListenTrust™ CaseStudy

FitLife.TV – Solving CS Issues/Customer Retention/ROI

The Client

Fitlife.TV was formed to create a network of like-minded people to start a revolution of empowerment. The FitLife.TV team has a passion for helping the community at large by improving their bodies, minds and spirits through education and encouragement. FitLife.TV desires and strong partnerships with likeminded individuals and businesses.

From the life-enriching value of a healthy diet, to the importance of finding spiritual balance, FitLife.TV is so much more than what its name might imply. Drew Canole uses the site by delivering transformation workout tips and episodes. FitLife.TV also delivers the "goods" on how, for example "a diet rich in vegetables can positively impact every aspect of one's life". The site offers episodes of top authors and other fitness experts directing subscribers to health-centered news of the day. The site also offers simple ways to brighten your day, your mood, and your existence.

Loaded with video, episodes, recipes, workouts manuals and fitness tips, Fitlife.tv is an all-inclusive resource for anyone hoping to improve his/her health, whether physical, mental, spiritual or otherwise.

Client Information



LIKES
1.2M
Vegetable Juicing |
ThinkFeelBecome

Facebook is the platform in which **Drew Canole** and the **FitLife.TV** team engage with their loyal fans. The Juicing Vegetables Facebook fan base has been described as having a "cult-like following," due to it's engaged and devoted followers that range in demographics.



FOLLOWERS
17.4K
@DrewCanole

Twitter is a platform for Drew Canole, Chief Inspiration Officer at FitLife.TV, to speak directly to his fans and engage in two-way communication. Through product endorsements, juicing recipes, workout techniques and links to relevant health articles, Drew provides a resource of fresh, creative information for both the aspiring health-nut and knowledgeable fitness veteran in a light-hearted, personal manner.

Most fans of FitLife.TV & Juicing Vegetables are from the U.S. with major cities coming from Los Angeles, Chicago and New York.



76%
25-34 YRSOLD
FEMALE



24%
25-34 YRSOLD
MALE



FOLLOWERS
36.2K
@DrewCanole

Instagram is a platform for Drew Canole, Chief Inspiration Officer at FitLife.TV, to speak directly to his fans through visually appealing pictures and videos. Drew shares his everyday life with his followers by education the masses with products and services he endorses and abides by.



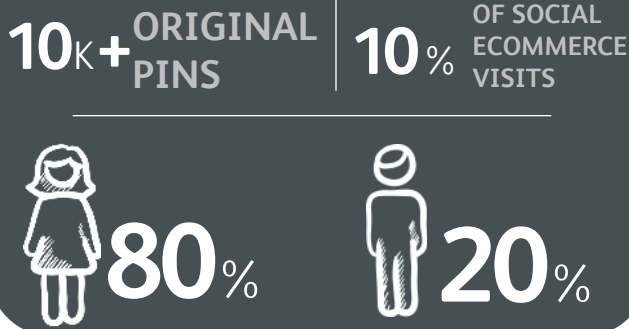
FOLLOWERS
21.9k
 Pinterest.com/juicing



SUBSCRIBERS
94.5k
 youtube.com/fitlife.tv

Pinterest is used to group like-minded, static posts together (i.e. fitness, product reviews, motivation, recipes) and link them to other FitLife.TV platforms. "Pinner" are able to seek out these posts through keywords and those whom they "follow," who re-post the FitLife.TV pins.

Our YouTube platform for sharing news with the FitLife.TV fan base related to juicing and healthy lifestyles. Saturday Strategy is a visual newsletter that gets the word out to all our fans. Topics include: Juicing benefits, healthy lifestyle, diet, mindset and exercise. Every Saturday, FitLife.TV gives away a \$170 juicer and to the fan who shares the video on any social media platform (linked to video.)



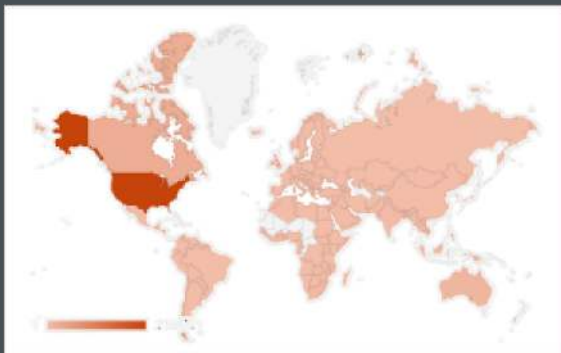
Website & Blog



76k UNIQUE VISITORS PER MONTH
180k IMPRESSIONS PER MONTH

The FitLife.TV blog is a segment of the website which serves as a platform for posting the most recent videos from the FitLife.TV team; articles on health, nutrition and fitness and posts from the team on products they love and trends they endorse.

DEMOGRAPHICS BY COUNTRY



| | | |
|----------------|---------|-------|
| United States | 274,521 | 81% |
| Canada | 29,489 | 7% |
| United Kingdom | 24,208 | 6% |
| Philippines | 17,207 | 4% |
| Australia | 12,454 | 3% |
| Ireland | 4,329 | 1.5% |
| South Africa | 3,584 | 1.25% |
| Mexico | 3,128 | 1.25% |
| India | 3,002 | 0.25% |
| New Zealand | 2,898 | 0.25% |



The FitLife Problem

Internal customer service was limited to one person on staff trying to handle all phone calls inbound and outbound for customers world-wide. This left for rushed inbound calls with little to no opportunity to build customer base with outbound calls. The client was looking for a call center that could both understand their view of relationships with their customers and could maintain that view when handling their customers and could increase their saves and sales.

The client has a vision that they are very serious about which entails partnering with their customers, guiding and coaching their customers. Never a high pressure sale or tactics.

The ListenTrust Solution

ListenTrust was contacted as the customer solutions center to handle the FitLife Problem.

When the program launched, we started with 4 agents full time covering 7am-7pm calls Monday-Saturday.

Several weeks in, we reviewed call arrival patterns, save and sale statistics and found that most calls into FitLife were coming during the mid-day hours. We recommended to the client to change our hours to focus more on the main hours that calls were arriving. Based on the data from our workforce team, the client quickly approved the change and we moved to an 8am-5pm Monday-Friday schedule.

We also set up a voicemail box where any calls when agents are available and calls coming in after-hours could leave a voicemail to have the call returned within the next business day. This also gave our international customers the ability to leave a message and still get help either via a return phone call or email depending on the time difference to the customer.

Our goal from the client for the first couple of months of the campaign was to meet ROI with saves and sales, basically to pay for ourselves.

Within the first 7 weeks, we were doing just that, paying for ourselves in customer saves and additional product sales.

By week 9, we were at ROI + 5% and growing. This came with an idea from our operations team and account executive to the client. To start outbound dialing customers who have only purchased as a one-time and not subscription based customer. We would have to be strategic and we were, dialing customers who if were following the instructions for the product would be coming to the end of what they had to use.

This tactic in addition to just being good customer service to find out how customers liked the product, how they felt when using it, etc. was widely successful, now into week 18 on the campaign consistently hitting ROI + 150% with saves and sales for the past 7 weeks.

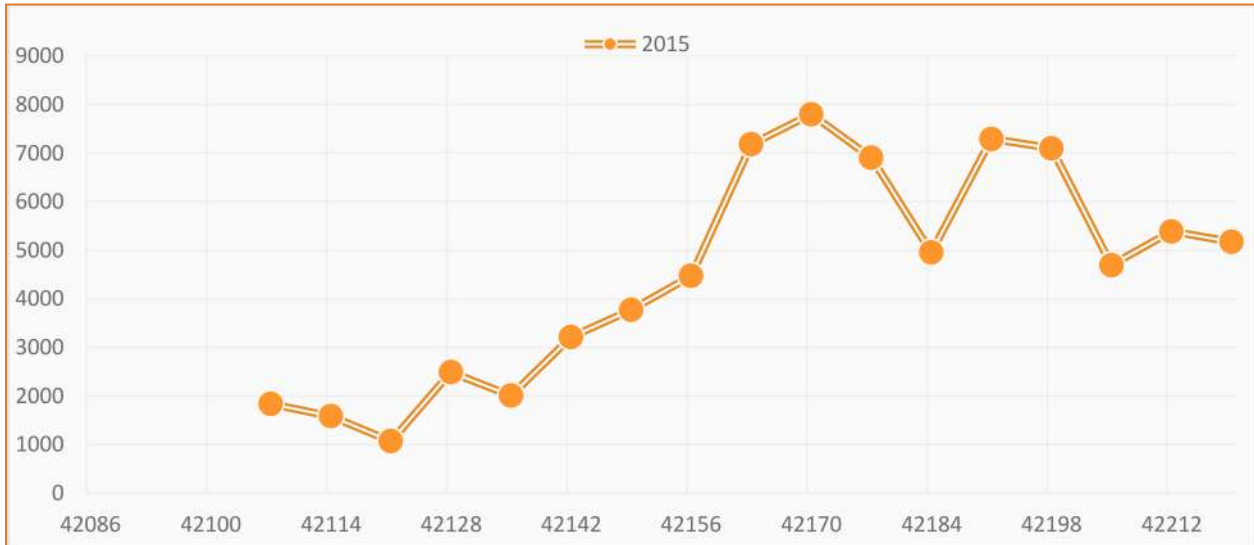
The scripting on this call as it is a customer solutions call is very lax and left up to our agents as long as the agent is handling the customer as the client intends which makes it very important for our QA and operations teams to work closely together with each other and our client.

Weekly calibrations are key, and the client stays in close contact with Operations as well as their account executive.

A team effort is everything for campaigns such as these to be successful, which is proven in the results for this campaign.

The Data

Call Volume Data



Revenue Data

