



CASE STUDY

# The Lines Are Now Open

## Client Overview

A billion-dollar direct response pioneer trusted worldwide for transforming innovative ideas into bestselling products across home, fitness, sports, and beauty categories. For nearly a decade, this client has partnered with ListenTrust to handle high-volume inbound and customer service operations in both English and Spanish, consistently achieving superior performance and profit growth.

## The Challenge

With multiple campaigns and massive call volumes, the client needed a partner who could:

Deliver exceptional bilingual customer service at a low cost per call.

Drive upsells, retention, and increase Average Order Value (AOV).

Leverage flexible pricing and third-party offers to improve profit margins.

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# The ListenTrust Solution

ListenTrust redefined customer service by making it revenue-generating. Our strategy combined inbound sales excellence with empathetic, results-driven support.

## Elite Agent Training

Agents undergo rigorous selection, executive coaching, and in-depth product immersion.

## Bilingual Mastery

Proven success across English and Spanish-language programs.

## Conversational Selling

Building rapport and turning each call into a positive brand interaction.

## Flexible Pricing Model

Implementing third-party offers to reduce client costs and increase profitability.

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## Results That Drive Growth

### Customer Service

- Managed up to 15,000 calls per week.
- Delivered 4–6% higher upsells and 300% more order saves than competitors.
- Increased revenue per call despite slightly longer handle times—proving service can be profitable.

### English Inbound Direct Response

- Scaled from 1,000 to 5,000 weekly calls in three months.
- Outperformed client IVR by 11% higher sales conversions and 30% higher revenue per lead.
- Beat in-house live agents within four weeks—earning 100% call volume allocation.
- Live Agent model generated \$20 revenue per call vs. \$10 with IVR, producing \$3.6M+ annual profit gains.

### Spanish Inbound Direct Response

- Managed 60+ Spanish-language campaigns.
- Handled 300,000+ calls and 120,000+ orders annually, generating \$6M+ in additional revenue each year.
- Achieved results equal to or better than English campaigns.

### Third-Party Offers & Pricing Impact

- Implemented Cost-per-Order and Cost-per-Acquisition models for greater flexibility.
- Live Agents achieved 25%+ third-party conversion rates vs. 8% in IVR.
- All programs are fully compliant and 100% audited.

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## Outcome

After multiple A/B tests and consistent outperformance, the client awarded ListenTrust the majority of its call center business.

### Results at a Glance

Turned customer service into a revenue generator.

Increased profit margins across all lines of business.

Delivered a human-first experience that boosted brand loyalty and customer lifetime value.

