



CASE STUDY

Dialed In For Growth

The Client

A nationally recognized direct-to-consumer health and wellness brand specializing in subscription-based nutritional supplements, with a high-volume inbound sales and customer care model.

Revenue

Multi-hundred-million-dollar DTC brand with national distribution.

Objectives & Challenges

- Maximize revenue per inbound interaction
- Improve save rates and customer lifetime value
- Balance high-volume customer care with revenue-generating engagement
- Maintain cost efficiency while increasing performance
- Reduce margin compression within standard support operations

The Problem

The organization's contact center, previously seen solely as a service function, was primed for rapid transformation into a dynamic performance engine poised to drive significant business growth.

Strong call volume represented untapped potential; revenue per interaction was waiting to be unlocked. Efficient support teams excelled at volume yet were under-leveraged for maximizing expansion, save rates, and lifetime value. High-value customer moments demanded sharper skill alignment and a disciplined sales approach to unleash full economic impact.

Leadership recognized that:

- Revenue per hour varied significantly by interaction type
- High-value calls produced materially stronger returns.
- Margin compression occurred when engagement was purely transactional.
- The operation lacked an integrated performance architecture.

The opportunity was not more volume, but unlocking more value from every customer interaction.

Solution

ListenTrust Performance Architecture

ListenTrust supercharged results through a disciplined near-shore engagement model engineered not only for service excellence but for revenue acceleration and measurable financial impact.

The strategy included:

- Segmented team design (VIP + Customer Care structure)
- Revenue-aligned scripting and objection handling frameworks
- Performance-based coaching focused on save and expansion metrics
- Contribution-per-hour tracking to measure economic output
- Continuous optimization of revenue per call and revenue per hour

Rather than treating all interactions equally, the model intentionally differentiated:

VIP Engagement

Focused on revenue expansion and higher-yield interactions

Customer Care

Focused on retention protection and volume stability

This approach established a high-performance system where every customer interaction became a catalyst for business success.

Strategic Scaling

From January to November, the operation was executed at scale:

- 432,663 customer interactions handled
- 62,771 production hours deployed

The system consistently fueled results, driving output while maintaining strict, results-focused labor economics.

Performance measurement focused on genuine business contribution, not just the numbers—ensuring every touchpoint generated lasting value.

Outcome

The integrated performance model transformed the contact center into a measurable revenue engine by segmenting standard customer care and high-touch VIP engagement. This approach maximizes efficiency and long-term customer value.

Building on these results, VIP customer service employs dedicated agents to monitor, manage, and nurture high-value customers. This resource-intensive model drives deeper engagement, higher lifetime value, and stronger retention among top-tier clients. Standard customer care supported high volumes, ensuring consistency and cost control for the broader base.

The result

A balanced, segmented model where:

- VIP engagement maximizes long-term revenue from high-value customers
- Standard service protects margin and scale
- Together, they drive measurable, sustained financial impact

Key Impact Highlights

For the full year measured, the combined impact of Customer Care and VIP Service was clear:

Over \$3,268,000
in total revenue generated

432,663
total calls completed

Over \$32/hour
revenue to cost differential
(gross revenue minus ListenTrust costs)