



CASE STUDY

From Leads to Booked Revenue

How ListenTrust improved conversion performance and scaled customer engagement for a \$1B+ healthcare brand

Client

National direct-to-consumer leader in physician-directed hair restoration

Industry

Advanced healthcare and consultation-driven services

Revenue Scale

Over \$1 billion in total sales

Engagement

Inbound and outbound lead conversion, appointment setting, and customer service

Background

A leading direct-to-consumer healthcare provider experienced rapid growth in inbound demand, requiring a scalable customer engagement model to support appointment conversion while maintaining a high-trust, consultation-driven experience.

The Challenge

The organization's offshore contact center model struggled to meet brand and performance expectations. Key challenges included:

! Inconsistent appointment booking and conversion performance

! Ongoing training and communication gaps

! Difficulty building authentic rapport with high-value, marketing-qualified leads

! Increased oversight burden on internal leadership

! Time zone misalignment impacting responsiveness and customer experience

As a result, inbound demand was underutilized, appointment show rates were inconsistent, and revenue opportunities were lost.

THE LISTEN TRUST SOLUTION

Near-Shore Performance Model

ListenTrust replaced the offshore model with a disciplined near-shore operation in Hermosillo, Mexico—delivering high-quality performance aligned with U.S. customer expectations at a competitive cost.

Key components included:



Highly Vetted, Brand-Aligned Agents

Agents were selected through a rigorous screening process to ensure alignment with brand standards and customer expectations.



Advanced English Proficiency Standards

All agents met strict language requirements (4+ on a 5-point scale) to support high-quality, trust-driven conversations.



Experienced Contact Center Talent

Agents brought an average of 10+ years of experience and demonstrated long-term employment stability.



Client-Involved Hiring Process

The client participated directly in agent interviews and profiling to ensure cultural and performance alignment.



Structured Conversion-Focused Engagement

Agents were trained to build rapport, guide conversations, and convert inbound leads into booked consultations effectively.





Results

ListenTrust's near-shore model delivered measurable improvements in both operational efficiency and revenue performance.

50+

Agents Scaled from 17

Improved Appointment Conversion Consistency

Stronger engagement led to more reliable booking outcomes.

Consistent Monthly Show-Rate Achievement

Improved trust and communication increased appointment attendance.

Enhanced Outbound Engagement

Agents established stronger connections with prospective patients, improving lead quality and conversion.

Increased Revenue Stability

More consistent conversions translated into more predictable revenue performance.

Reduced Leadership Burden

Eliminated the need for internal recruiting, screening, and intensive oversight.

Impact

By replacing an underperforming offshore model with a disciplined near-shore strategy, ListenTrust enabled the organization to convert more inbound demand into booked consultations while strengthening customer trust, improving operational efficiency, and supporting sustained revenue growth.