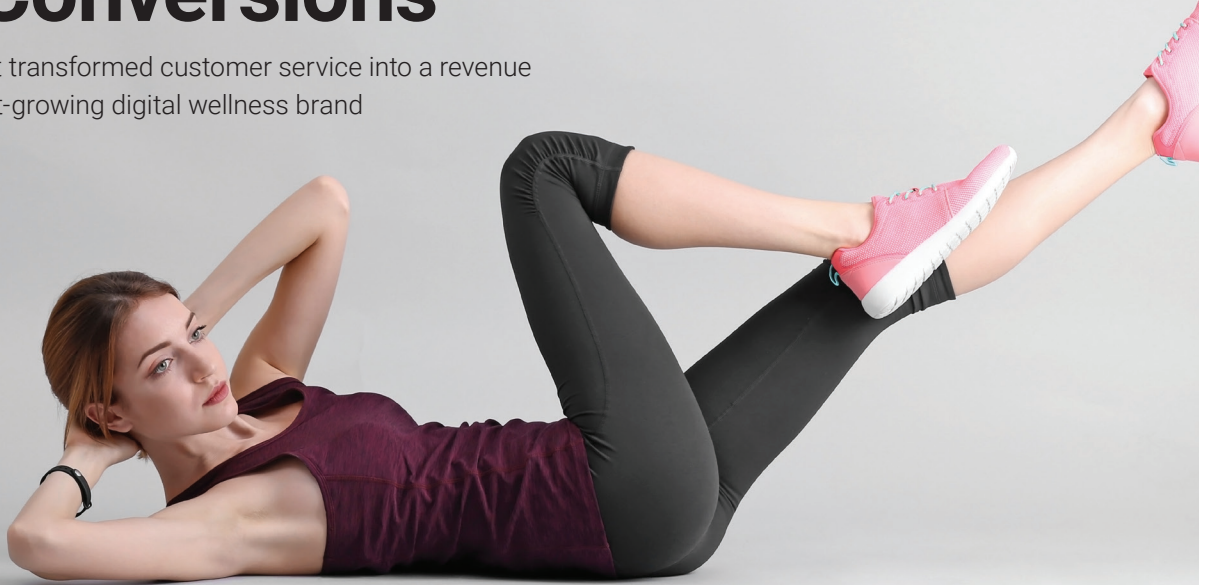


## CASE STUDY

# Turning Conversations into Conversions

How ListenTrust transformed customer service into a revenue engine for a fast-growing digital wellness brand



## Client Snapshot

A rapidly growing digital health and wellness media brand

### Industry

Direct-to-consumer health, wellness, and subscription ecommerce

### Audience Reach

Large, highly engaged online audience across social platforms and digital content channels

### Engagement

Inbound and outbound customer engagement supporting product and subscription revenue

### Background

A rapidly growing digital wellness brand built a highly engaged audience that drove increasing inbound demand, requiring customer service to scale while maintaining a coaching-based, high-touch experience.

## The Challenge

Customer service operations had not kept pace with the brand's rapid growth. At the time, a single internal team member handled all inbound and outbound customer communications globally. As demand increased, conversations became reactive and transactional, leaving little time to build relationships with customers or support retention.

The organization needed to:

- ! Replace a single-person support model with a scalable service operation
- ! Generate additional product sales through customer interactions
- ! Improve response time and overall customer experience
- ! Preserve the brand's supportive, coaching-based voice
- ! Increase subscription retention and save rates
- ! Achieve positive ROI quickly

Customer service needed to evolve from a reactive inbox into a proactive retention and revenue strategy.



## THE LISTENTRUST SOLUTION

# Retention & Revenue Optimization Model

ListenTrust launched a dedicated service program with four full-time agents providing extended coverage. Within weeks, operational analysis identified that the majority of inbound demand occurred during mid-day hours. ListenTrust recommended adjusting coverage to 8:00 AM – 5:00 PM, Monday through Friday, aligning staffing with real call patterns and immediately improving operational efficiency. Key elements of the solution included:



### Dedicated Customer Engagement Team

Agents trained specifically on the brand's products, tone, and coaching-oriented communication style.



### After-Hours Support System

Dedicated voicemail and follow-up processes ensured international and off-hour inquiries received next-day responses.



### Data-Driven Operational Adjustments

Call pattern analysis allowed staffing and scheduling to align with actual customer demand.



### Collaborative Quality Calibration

Weekly sessions between QA teams, operations leadership, and the client ensured service quality remained aligned with the brand's supportive voice.



### Structured Save and Sales Tracking

Performance dashboards tracked retention saves and incremental sales opportunities.

A turning point occurred when ListenTrust introduced proactive outbound engagement. Agents began contacting one-time buyers as they approached the end of their product cycle, initiating conversations focused on results and customer experience.

Because these conversations felt like coaching rather than selling, subscription conversions increased without eroding customer trust.

## Results

ListenTrust quickly transformed customer service into a measurable revenue driver.

### Break-Even Achieved in 7 Weeks

Operational improvements quickly offset program costs.

### Positive ROI by Week 9

Customer saves and incremental sales generated immediate financial impact.

### 150% ROI by Week 18

The program evolved into a sustainable retention and revenue engine.

### Improved Subscription Conversion

Outbound engagement converted one-time buyers into recurring subscribers.

### Higher Customer Retention

Proactive conversations increased save rates and strengthened long-term customer relationships.

## Impact

By transforming customer service into a proactive engagement strategy, ListenTrust helped the brand strengthen customer relationships while generating measurable revenue growth.

The program evolved from a basic support function into a strategic retention engine—driving stronger subscription performance, increased product sales, and a customer experience aligned with the brand’s mission-driven coaching philosophy.

ListenTrust™

