



Maximizing Profits with Conversion Optimization

The Challenges

- Increased customer calls
- Overburdened contact center
- Rising customer dissatisfaction
- Need to increase subscriptions

The Solutions

- Segmented conversion strategies
- Sales-focused team deployment
- Performance monitoring
- Data-driven recommendations

The Results

- 74.56% conversion for subscription declines
- 33.33% conversion for subscription cancelled
- 83.33% increase to retail conversions
- \$1.6MM in lifetime revenue, a 66.25% increase
- 94% profit margins
- 200% team growth

This prominent player in the health and wellness retail industry found quick success through advertising, but they also faced significant challenges. An unexpected surge in customer calls led to an overburdened contact center and growing customer dissatisfaction. They also needed to boost enrollments in their monthly subscription program, which provides the company with recurring revenue.

The health and wellness company enlisted **ROI CX Solutions**, a provider renowned for their customer relationship management expertise. ROI devised a comprehensive strategy focusing on converting retail customers to the more lucrative subscription service and re-engaging lapsed subscription customers. This strategy involved deploying a dedicated team for sales conversions, implementing rigorous performance monitoring, and leveraging data-driven insights to inform business decisions and technology upgrades.

The strategic initiatives of ROI CX Solutions brought impressive results.

- **Significant Increase in Conversion Rates:** Raised the conversion rate of cancelled subscriptions to 33.33% and declines to 74.56%.
- **Boost in Customer Upgrades:** The retail-customer-to-subscription-customer conversion rate increased by 83.33%.
- **Substantial Revenue Growth:** The health company achieved a 66.25% rise in lifetime revenue, reaching \$1.66 million in October.
- **High Profit Margins Maintained:** ROI's revenue strategies kept profit margins consistently above 94%.
- **Team Expansion and CRM Access:** The success led to ROI CX Solutions expanding their team from 20 to 60 agents and gaining full access to the client's internal CRM. This marked a deep trust and effective partnership.

These results highlight the effectiveness of ROI CX Solutions' comprehensive strategy, significantly improving customer conversions, revenue, and overall business performance for their client.



About ROI CX Solutions

Established in 2008, ROI CX Solutions has always been committed to delivering client-centric solutions, even amidst economic challenges. The efforts of ROI CX Solutions have generated over \$22 billion in revenue for their partners. Offering services in 29 languages, their dedication to excellence has been recognized in the 2022 Inc. 5000 list.

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