



Case Study: M4D Thrives with Customer-Focused Marketing Support

Client Overview

M4D is a specialized marketing agency serving Motorola two-way radio dealers across North America. They provide both digital and offline marketing services, focusing on helping clients grow leads and sales.

Challenges

M4D clients needed help adapting to a shifting market, including digital transformation and lead generation. Dealers lacked the capacity to handle online inquiries around the clock, and the agency wanted to improve customer experience and results.

Solution

M4D implemented HelpSquad's 24/7 live chat support on client websites. Agents captured leads, answered inquiries, and provided immediate assistance, acting as an extension of both M4D and their clients' teams.

Results

- Increased lead capture for dealer websites
- Provided 24/7 customer support, boosting satisfaction
- Helped clients modernize their marketing through digital channels
- Strengthened M4D's reputation as a reliable, customer-focused partner
- Freed client teams to focus on core business and conversions



HelpSquad

About our Services

About Us

HelpSquad provides 24/7 support to make work easier for businesses and healthcare teams. With over 20 years of experience, we handle calls, emails, chats with the customer experience in mind. Our services are flexible, affordable, and fully transparent, integrating smoothly with your systems. HelpSquad's trained team delivers reliable, caring support, giving businesses and healthcare providers more time to focus on what matters most while keeping customers and patients happy and supported.

Services Offered

- Customer Service Outsourcing
- BPO Services
- Call Center Outsourcing
- Live Chat Outsourcing
- Virtual Assistants
- Virtual Receptionists
- Part-time receptionists
- P2P Campaigns
- Knowledge based management
- Virtual Medical Assistants
- Call Center teams
- Healthcare BPO
- Medical Billing and Claims processing

Contact us

