

## Case Study: Supporting people who are Deaf or Hard of hearing

### Client Overview

A seller of hearing assistance products was struggling to keep up with increasing customer requests. Operating in a highly competitive market, the company aimed to stand out through superior customer service but was hindered by slow response times and a lack of automation for repetitive inquiries.

### Challenges

Customer inquiries were piling up, and long response times were negatively affecting customer satisfaction. Without automation in place, agents had to manually respond to common questions, taking valuable time away from more complex support needs. The company required a scalable, efficient support solution that could operate around the clock.

### Solution

HelpSquad onboarded a dedicated team of five agents and a team lead to provide 24/7 email and chat support, ensuring timely and empathetic responses. An AI chatbot is also being implemented to handle repetitive inquiries and boost efficiency.

### Results

- Customer Satisfaction (CSAT) scores **increased by 25%** in just one month
- Response time **KPIs improved by 10x**
- Improved round-the-clock coverage and faster customer resolutions
- Enhanced competitive advantage through exceptional customer service



# About our Services

## About Us

HelpSquad provides 24/7 support for medical practices to make work easier for healthcare teams. With over 20 years of experience, we handle calls, emails, chats, and texts with the patient 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 healthcare providers more time to focus on what matters most while keeping customers and patients happy and supported.

## Services Offered

- Virtual Medical Assistants
- Virtual Receptionists
- Medical Practice Call Center Teams
- Medical Billing and Claims Processing
- Healthcare BPO

## Contact us

