



## Case Study: Reducing Response Times by 1000% and Improving Customer Satisfaction by 12% in just One Month

### Client Overview

Connexa, a rapidly growing sporting goods company, was experiencing a surge in customer inquiries as demand increased. To maintain their reputation for exceptional service, they sought a solution that could scale efficiently and provide consistent customer support across multiple channels

### Challenges

With an expanding customer base and increasing inquiries, Connexa faced longer response times and overwhelmed in-house agents. They needed a dependable outsourcing partner to handle both email and voice support while maintaining brand consistency and customer satisfaction

### Solution

HelpSquad provided a team of dedicated email support agents managed directly by the client. After witnessing the team's reliability and professionalism, Connexa expanded its partnership by onboarding HelpSquad's voice support team. This hybrid approach ensured seamless integration with existing workflows and improved coverage across all communication channels.

### Results

- Response times improved by **1000% within the first month**
- Customer satisfaction **increased by 12% in the same period**
- Enhanced customer experience and operational efficiency.
- Strengthened collaboration between internal teams and outsourced agents



# 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

