

horatio

CX A REVENUE GENERATOR

Based on the experience of 10+ e-commerce brands



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Introduction

The Steps to Generating Revenue with CX



INTRODUCTION: THE STEPS TO GENERATING REVENUE WITH CX

Customer experience (CX) is present in every interaction a customer has with a given company, from the moment they first have contact with it, to the point where they become loyal customers and start expanding operations.

In the digital age, where customers have more access to brands and companies, CX has gained even more relevance.

It is about much more than making customers happy; it can actually be a powerful revenue generator for businesses by driving company growth.

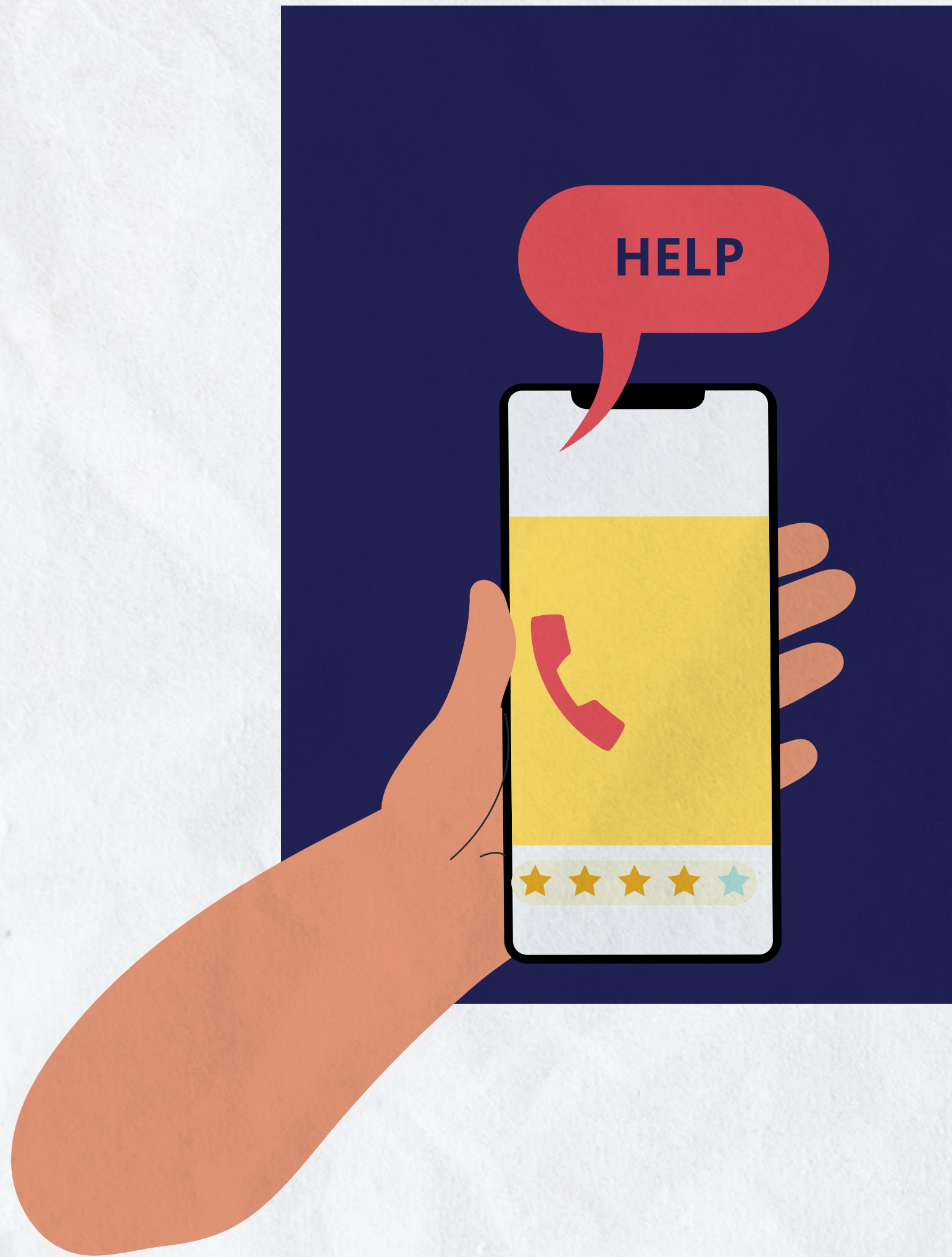
CX is the hidden secret to company growth.

INTRODUCTION: THE STEPS TO GENERATING REVENUE WITH CX

These are the essential steps to generating revenue through CX based on our experience with 80+ clients:

1. Coordinate customer support processes
2. Listen to customer feedback
3. Automate processes and increase efficiency
4. Use retention as a pathway to loyalty
5. Boost your sales





Customer Support Processes



CUSTOMER SUPPORT PROCESSES

Coordination is the basis of success in CX. It involves organizing and managing the various steps and tasks involved in providing support to customers. To accomplish this well, it is important to have clear processes in place.

CUSTOMER SUPPORT PROCESSES

An important aspect of coordinating customer support processes is ensuring that customer inquiries are being handled effectively. This involves:



- Setting up systems for tracking customer interactions, such as a customer relationship management (CRM) system, to help ensure that each customer receives the support they need in a timely manner.



- Having clear processes in place for triaging and prioritizing customer inquiries, can ensure that urgent issues can be addressed efficiently.

CUSTOMER SUPPORT PROCESSES



In addition to managing customer inquiries, coordinating customer support processes tends to involve handling customer complaints and working to resolve any issues that arise.

- This can involve working closely with other teams, such as product development or quality assurance, to address and fix any underlying issues that may be causing problems for customers.



As the key component in sustaining quality throughout all channels, coordinating customer support processes is an important aspect of running a successful business.

- It ensures that customers receive the exceptional support and assistance they need in a timely, effective service in every interaction.



CUSTOMER SUPPORT PROCESSES

This is where Horatio can step in and assist you in centralizing everything, such as your data and metrics, so you can make informed decisions regarding your business, and present a unified, clear front to your customers.

CLIENT CASE STUDY

BACKGROUND

WHAT DO THEY DO?

This client provides patients with an in-depth map of their health and just as importantly, an action plan to improve it. With all in-house diagnostic testing, they are committed to providing patients with all results as soon as they are processed. By combining the latest scientific technology with an unparalleled level of personal care and attention, the client delivers an incomparable patient experience.

WHAT CHALLENGE DID THEY FACE?

They experienced significant growth which caused a remarkable increase in appointments for all of the services offered and required the client to hire more doctors for their practice.

HOW DID OUR LEADERS SOLVE IT?

We acted quickly and engaged a team of specialists who had backgrounds in the medical industry, which meant that they were familiar with most of the services provided and could drive higher patient satisfaction.

Our leadership team stepped up to build a scalable structure and routed calls/emails to an outsourced team as the receptionists at the practice could not handle all the volume.

After a month, we began working on other back-office duties that also increased due to demand, and we were able to properly staff to handle it successfully.



Listen to customer feedback

**& ADJUST
ACCORDINGLY**





LISTEN TO CUSTOMER FEEDBACK & ADJUST ACCORDINGLY

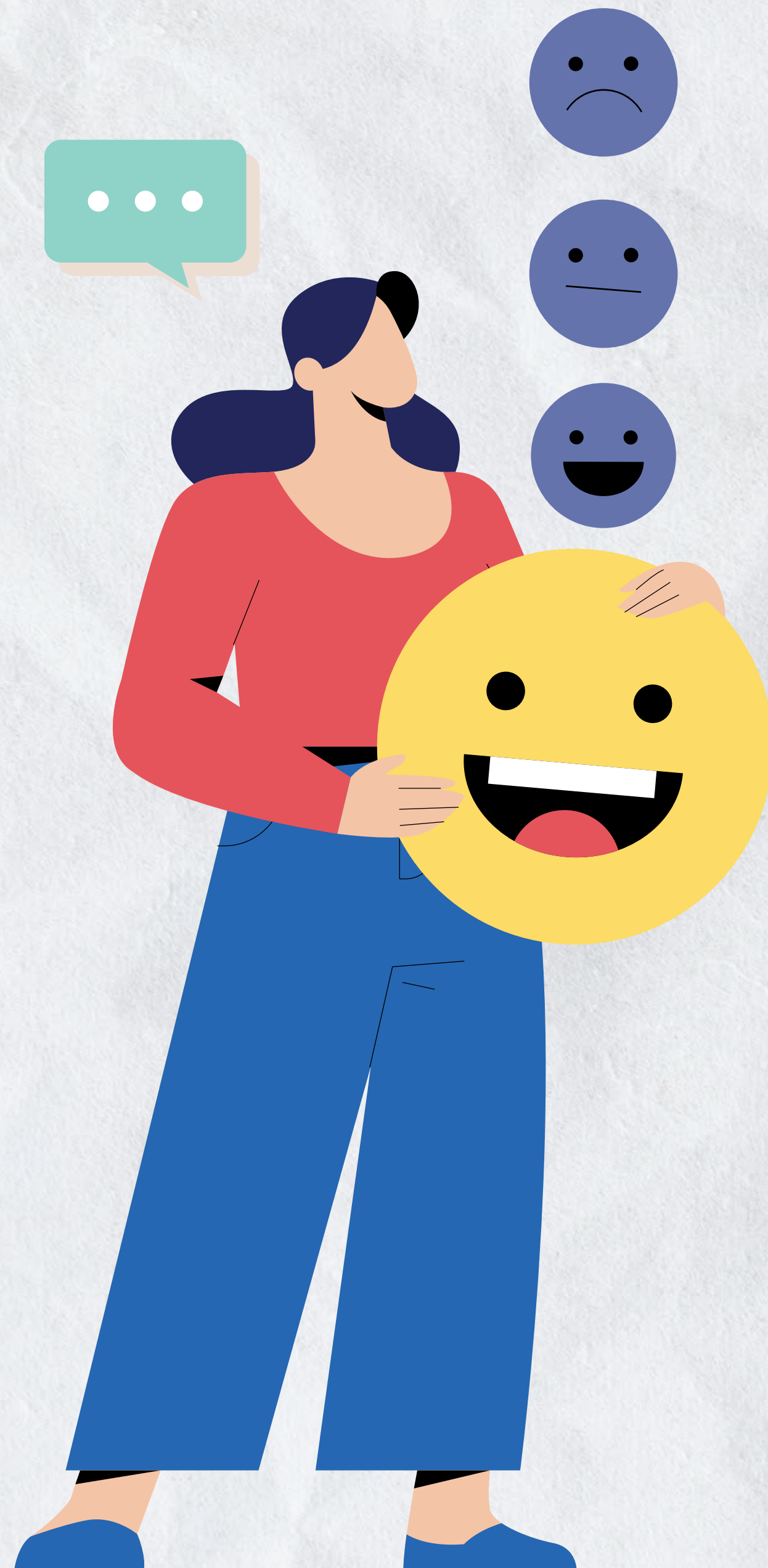
Customer-centric businesses are the new trend for good reason: they are the heart of any company. Listening to their feedback can make or break businesses of all sizes and industries, as they provide valuable insights into how customers perceive a company and its products or services.

LISTEN TO CUSTOMER FEEDBACK & ADJUST ACCORDINGLY

Gathering and analyzing customer feedback is a clear pathway for businesses to identify and address any issues or concerns that may be causing dissatisfaction among customers. Leading to an increase in customer satisfaction and loyalty.

It is important for businesses to regularly seek out and analyze customer feedback in order to continuously improve and meet the needs of their customers.





LISTEN TO CUSTOMER FEEDBACK & ADJUST ACCORDINGLY

CUSTOMER FEEDBACK PROVIDES MANY BENEFITS, SUCH AS:

- Helping businesses identify new opportunities for product or service development.
- Identifying gaps in the market or areas where they can differentiate themselves from the competition, streamline processes or improve efficiency.
- Reducing costs.
- Increasing profitability.



LISTEN TO CUSTOMER FEEDBACK & ADJUST ACCORDINGLY

When businesses listen to customer feedback and take steps to address any issues or concerns, it can build trust and strengthen the relationship with their customers.

Horatio is great at providing feedback based on day-to-day interactions with customers and can be a great ally on the path to effectively adjusting strategies and plans according to the real needs of the buyers.

CLIENT CASE STUDY

CLIENT CASE STUDY

WHAT DOES THE CLIENT DO?

The client started as a company committed to making PMS symptoms more manageable. They have sustained incredible growth and now have multiple products supporting women's health.

WHAT CHALLENGE DID THEY FACE?

When the client initially reached out to Horatio, their customer service was handled in-house. With the brand constantly growing and the diversification of their product categories, the client required a CX partner that would help them take advantage of the momentum and continue to expand their customer base. This, while maintaining their current customer loyalty through a data-driven approach that would allow the company to make better decisions.



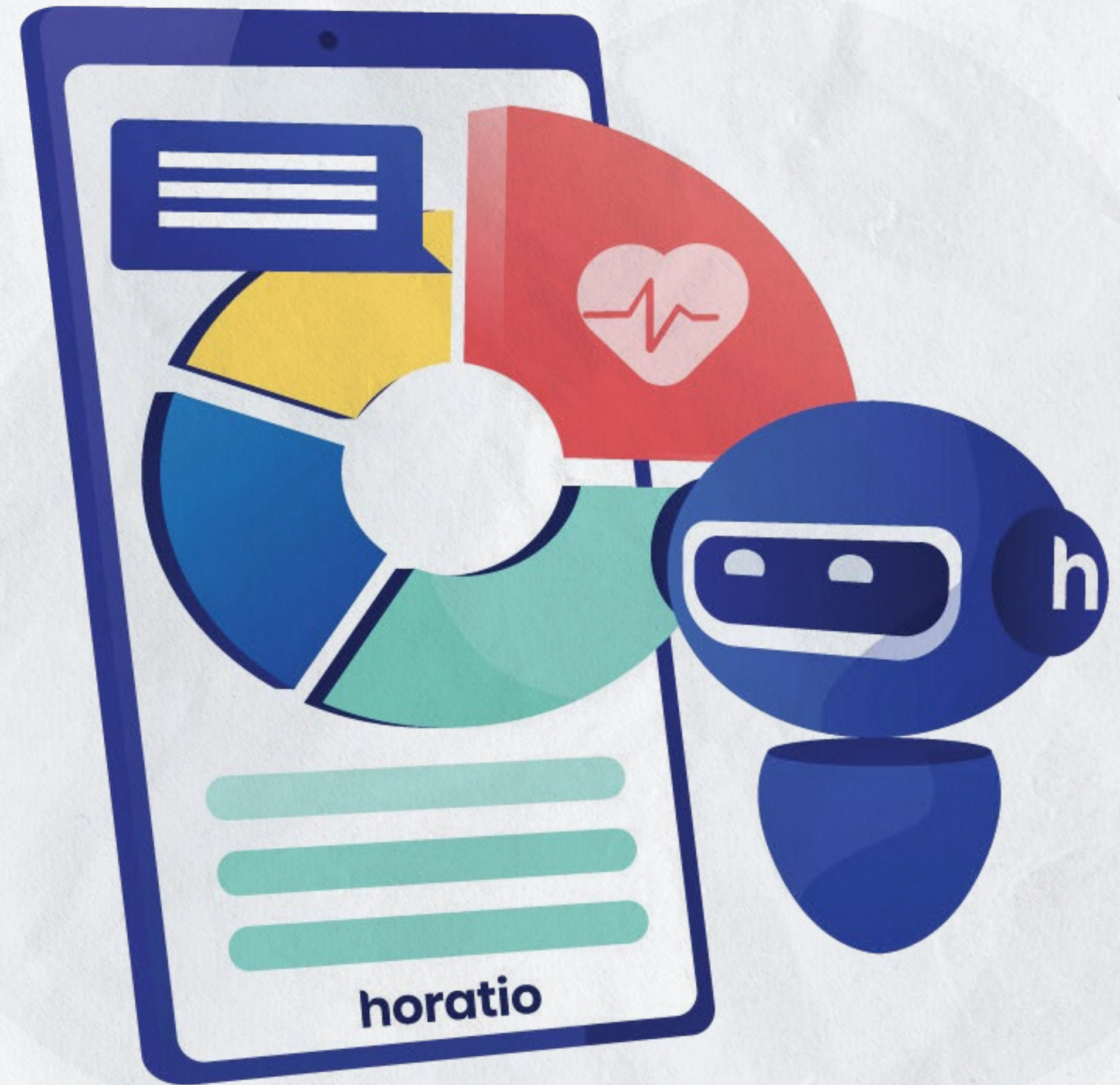


AUTOMATE PROCESSES & INCREASE EFFICIENCY

AUTOMATE PROCESSES & INCREASE EFFICIENCY

The concept of automating processes in CX refers to the use of technology to streamline and optimize the various steps and tasks involved in providing support to customers.

This process is vital in businesses that are looking to improve efficiency, reduce costs, and enhance the overall image of the brand.



AUTOMATE PROCESSES & INCREASE EFFICIENCY

Automating processes can help streamline and optimize various tasks and steps involved in providing customer support. This has many positive impacts on customers, such as:



- Reducing the amount of time and effort required to complete these tasks, allowing businesses to handle more customer inquiries and requests in a shorter amount of time.



- Lowering labor costs and other expenses by limiting the need for manual labor and eliminating the need for certain tasks to be performed manually.

AUTOMATE PROCESSES & INCREASE EFFICIENCY

Faster and more accurate responses to customer inquiries and requests can be a deciding factor especially when something has gone wrong. Delays, product issues, dissatisfied customers.

It is essential to handle these issues in a timely manner before they escalate, which can turn them into a much bigger problem than it could've been.





AUTOMATE PROCESSES & INCREASE EFFICIENCY

Automating customer support, without compromising the human factor, can help increase customer satisfaction and loyalty, without affecting accuracy.

In fact, with certain processes automated, the risk of errors and mistakes is significantly reduced, as tasks are performed by technology rather than humans. Ensuring even more that customers receive accurate and reliable support.

AUTOMATE PROCESSES & INCREASE EFFICIENCY

It is important for businesses to carefully assess their CX processes and identify areas where automation could be beneficial, and Horatio's forward-thinking has proven decisive throughout this process.

With a wide range of solutions under our belt, Horatio is prepared to automate whatever your company needs to reduce costs and issues while maximizing efficiency and satisfaction.



CLIENT CASE STUDY

BEFORE PARTNERING WITH HORATIO (2019)

Volume: 4,100
SKUs: 3
CHANNELS:
Email, Chat, Facebook.

AFTER PARTNERING WITH HORATIO (2022)

Volume: 100,214
SKUs: 200
CHANNELS:
**Email, Chat, Facebook,
Twitter, Instagram, SMS,
Discord moderation, and
Bad address verification.**

ADDITIONAL TASKS

- Horatio manages their **B2B operations** (Wholesale, Amazon, Walmart) and sponsorship program.
- We also work with customer reviews, BBB claims, and NPS.

ADDITIONAL TEAMS

HERE ARE THE FULLY DEDICATED TEAMS WE HAVE BUILT FOR THE CLIENT:

- Escalations - Vendor onboarding - Bad address verification - Wholesale team
- Social media - Data and reporting - New markets.

BUILD A COMMUNITY



BUILD A COMMUNITY

In this overly saturated world, where customers have an endless supply of options to choose from, the connection between the customer and the brand is more important than ever. Maintaining a cohesive message, that supports and builds a community through real, human connection, is challenging, but imperative to stand out in the modern era.





BUILD A COMMUNITY

When customers have a positive experience with a company, they are:

- Less likely to switch to a competitor.
- Create a deeper connection with the brand.
- Become more invested in the brand, and in many cases, even a promoter of it.

CLIENT CASE STUDY

WHAT DO THEY DO?

The client is a dog food subscription service that allows their customers to build their pet's personalized meal plan with specific guidance, and to feed healthy meals made of fresh, human grade ingredients.

WHAT CHALLENGE DID THEY FACE?

In the last quarter of 2020, they launched a new product which unexpectedly caused a large amount of orders. This resulted in the search for a CX partner that could quickly adapt to the situation, providing a world-class service to their customers while maintaining their high standards. From that moment on, they grew at an exponential rate in a short period of time causing an even greater need for customer engagement.



BOOST YOUR SALES





BOOST YOUR SALES

Customers come to a decision on the buying of a product or service within seconds of their first interaction with a brand, making CX increasingly more relevant in sales.

- CX can significantly impact a customer's decision to make a purchase, as it is present throughout every step of the buying process.
- Providing a positive and seamless CX allows businesses to build trust and credibility with customers, which can lead to increased sales and customer loyalty.

BOOST YOUR SALES

Excellent customer support + a seamless and enjoyable experience = a strong first impression and a higher chance of closing sales.

Through reliable and helpful support, businesses can establish trust and credibility, while demonstrating that they are committed to meeting the needs of their customers.



BOOST YOUR SALES

A customer's impression of a brand is only beneficial to the overall sales process by:

- Making it easier and more enjoyable for customers to make purchases.
- Optimizing the process and addressing any potential issues or concerns that customers may have.
- Making the sales process more efficient and increasing the likelihood of a sale.

Overall, CX is an important aspect of the sales process, as it can significantly impact a customer's decision to make a purchase and their overall perception of a business. Businesses can build trust and credibility with customers when they provide an enjoyable and seamless CX, which can lead to increased sales and customer loyalty.

CLIENT CASE STUDY

CLIENT CASE STUDY

WHAT DO THEY DO?

The client accompanies the customer on their journey from when they get engaged until they begin their life as newlyweds. They offer wedding registry and other wedding related service.

WHAT CHALLENGE DID THEY FACE?

The client was experiencing rapid growth and deployed an aggressive expansion strategy from NYC to other cities, which lead to an increase of call volume and digital channel tickets. They needed a CX partner with the highest levels of productivity, quality, FCR, as well as low abandonment rates, queue waiting times, and attrition.



CONCLUSION

Maximizing Revenue
through Exceptional
Customer Experiences



CONCLUSION: MAXIMIZING REVENUE THROUGH EXCEPTIONAL CUSTOMER EXPERIENCES

Overall, investing in CX can be a smart business decision because it can drive revenue through increased customer loyalty, retention, satisfaction, and word-of-mouth marketing. By focusing on improving the customer experience, companies can foster long-term growth and success.

Interested in providing excellent CX to generate more revenue? Horatio can help. We are there every step of the way supporting your ever-changing needs.



LEARN MORE AT [HIREHORATIO.COM](https://hirehoratio.com).

01



We help you improve response time, with an average First Response Time of 2 hours.

02



We significantly increase satisfaction scores, with a whopping 96% CSAT on average.

03



With fewer staffing costs plus personalized customer support, we boost conversion rates by an average of 15%.