



2X RETENTION & 300% REDUCED CASE SUPPORT TIME

Helping customers feel healthy is the foundation of GOLO, an e-commerce health & wellness company providing supplements, equipment, nutrition plans, and memberships. As the demand surged, they sought to revamp infrastructure to better serve its growing customer base.

CHALLENGES:

They switched to Salesforce from another CRM because it was becoming insufficient to handle their 200-300% YoY growth. Despite the initial shift, the company struggled to fully migrate and capitalize on the platform's features.

Customer Support

Logging incoming phone calls, web chats and emails as well as sending new customers targeted email correspondence posed enormous challenges which impacted retention.

Service Operations

Confirming that the integration between Salesforce & Shopify properly synced all customer orders...Ensure email deliverability for the 100 - 200K marketing related emails



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SOLUTION:

Within 60 days, Wise Wolves was able to transform the way in which they service & support customers and streamline internal operations.

Support cases are now automatically logged and linked to customer accounts, drastically reducing the amount of time it took to understand and act on the client's requests.

The number of support channels increased to include SMS, a chatbot, and advanced voice capabilities to manage inbound phone inquiries.

Eden Covington, Director of Service at GOLO stated; "You guys are the BEST we have ever had and we are so happy with your service!".

RESULTS:

1MM

SAVED BRINGING CALLS IN-HOUSE

300%

REDUCED CASE TIME

50%+

INCREASED CONTACTS

2X

INCREASED RETENTION