

CASE STUDY

Acquire New Customers

A Case study on Minimizing
Cost of Acquisition



Greetings from Fusion CX!

Ever wondered how to acquire new customers while **keeping costs low**? Ever thought of boosting conversions through your **offline sales channel**? Are you a marketplace wondering how to **generate quality leads** for your tradespeople/professional service providers listed on your marketplace? Or are you simply looking to deliver better customer satisfaction to both your users and providers?

Read more about how we provided a solution for one of our clients.

Key Points

- Connects homeowners with pre-screened, local service professionals to complete home-improvement projects
- Provides a free resource for homeowners and a paid network for service professionals
- Operates as part of a major media & internet company with ~1B monthly visits across its network

Commercial Challenges

- Clients were less willing to pay a premium price for leads
- How could we charge a competitive price by establishing a process while maintaining a low cost of generating leads?

Fusion CX's Solution

Right shoring which allowed our client to:

- 1 Leverage cost arbitrage without compromising on lead quality, resulting in higher conversion rates
- 2 Scalable solution which can ramp up or down based on demand
- 3 Improved CSAT metrics & establishing an overall technologies

Scope of Services

Outbound Sales and Outbound Customer Services – 5 days a week except major US holidays.

Benefits

- Total flexibility with the team size to scale up and down based upon demand.
- Reduce the total cost of ownership.
- Provide a competitive pricing to their end customer thereby establishing a good business model.



If you would like to discuss a specific requirement or have any questions, **please reach out to us**

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