

# How a Baby Products Brand Cut First Response from 7 Hours to under 4

A real-world case study in efficient CS agent management, fast onboarding, and responsive support

< 4 Hours

FIRST RESPONSE TIME

was 7 hours

< 23 Hours

FULL RESOLUTION TIME

was 27 hours

## THE CLIENT

An ecommerce brand that sells baby feeding products. With a passionate customer base of new parents, fast and accurate support is essential to the brand experience.

## THE PROBLEM

Before partnering with HelpFlow, response times were slow and there was no efficient framework for onboarding a dedicated CS agent.

- Customers waited up to 7 hours for a first reply
- Full ticket resolution stretched to 27 hours on average
- No streamlined process for training and coaching a CS agent

## WHAT WE DID

- 01

We Adapted to Their Processes Fast

We worked inside the client's established systems from day one and learned their tone, products, and policies, so the transition was invisible to customers.
- 02

We Built a Strong Feedback Loop

Consistent communication allowed us to course-correct quickly and continuously improve agent performance in real time.
- 03

We Optimized Agent Training & Coaching

We gave hands-on recommendations for training, managing, and coaching the CS agent, which turned a solo role into a scalable operation.

### THE RESULTS

| Metric               | Before   | After      |
|----------------------|----------|------------|
| First Response Time  | 7 Hours  | < 4 hours  |
| Full Resolution Time | 27 Hours | < 23 hours |

### WHAT CUSTOMERS SAID

"Absolutely faultless! Never have I ever received such helpful and efficient customer service! Very very happy!"

"Kris was absolutely fantastic. Very efficient and responsive and turned a negative experience into a positive one. Thank you!"

### THE KEY TAKEAWAY

Great customer service comes from building the right systems, team, and feedback loops.

When onboarding goes smoothly and coaching is continuous, agents keep getting better.