

How a Fitness & Apparel Brand Tamed High Ticket Volume and Cut Response Times from Days to Hours

A real-world case study in workflow efficiency, integrations, and high-volume customer service operations

< 6 Hours

FIRST RESPONSE TIME

was 4+ days

< 30 Hours

FULL RESOLUTION TIME

was 9+ days

THE CLIENT

A fast-growing fitness brand selling trendy apparel, lifting gear, arm blasters, and ebooks. With a highly engaged community of fitness enthusiasts, their support inbox was constantly flooded — and keeping up was a serious operational challenge.

THE PROBLEM

Before HelpFlow, this brand was drowning in ticket volume with no efficient system to manage it. Customers waited days — sometimes over a week — for basic answers, causing frustration and eroding trust.

First responses took 4+ days — customers were left completely in the dark

Full resolution dragged on for 9+ days on average

No structured workflows, FAQ database, or integrations to handle volume at scale

WHAT WE DID

- 01 We Built Efficient Workflows & a Reliable FAQ Database**
We established structured workflows from the ground up and built a comprehensive FAQ database — giving agents instant access to accurate answers and slashing handle time on repeat questions.
- 02 We Set Up Integrations & Macros for Scale**
We integrated tools like Aircall and created precise macros for consistent, accurate ticket replies — enabling the team to handle high volume without sacrificing quality or response time.
- 03 We Aligned with the Client & Fulfillment Team**
Strong communication loops with both the client and their fulfillment team meant complex issues got resolved faster, with fewer back-and-forth delays and better outcomes for customers.

THE RESULTS

Metric	Before	After
First Response Time	4+ days	< 6 hours
Full Resolution Time	9+ days	< 30 hours

WHAT CUSTOMERS SAID

"I appreciate you working through it to the end and making sure that I leave the situation satisfied."

"Thank you for always responding to my previous questions — support team is awesome, thank you!"

THE KEY TAKEAWAY

High ticket volume isn't a customer service problem — it's a systems problem.

When you pair the right workflows, integrations, and team communication with a dedicated support operation, you can go from days-long delays to same-day resolutions — at any scale.