



Lifeplus

Lifeplus uses customer satisfaction insights to maintain Bright Index top 25% position

sabio
INSIGHT



95%
CSAT

Using Bright Navigator saw CSAT increase from 85% to 95%

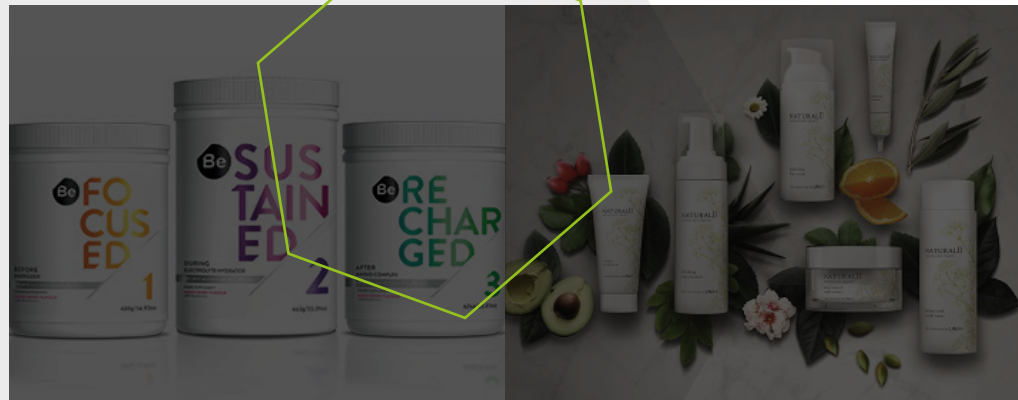

TOP 25%
maintained position
in Bright Index

Lifepilus is a different kind of business. It is an international referral marketing company supplying high quality nutritional supplements and organic skin care along with a practical, common-sense approach to wellbeing known as the 'Lifepilus formula'. Lifepilus was founded in 1992 when its founders recognised the need for a more holistic approach to wellness and nutritional support.

In 2013 the business experienced rapid growth in Europe. An increase in demand for its products in Germany resulted in the business doubling in size practically overnight.

The multichannel sales and service contact centre had to adapt to this growth and maintain the great customer experience that its associates and product users love about Lifepilus. Pam Bowell explains: "Our first hurdle was the challenge of creating an accurate forecast of demand as so much had changed, historical patterns in data could not be trusted. We use live and current data forecasting based on what we were experiencing to help us make decisions on recruitment, shifts, opening hours and introduced an internal workforce planning system.

We started to build a picture of our new world in customer care after growth and together we created the information we needed which helped us manage call volume and response times. We could then focus on the quality of the customer experience again."



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I knew that Bright could give us access to insights almost instantly that would help us prioritise our efforts for our colleagues and associates during rapid growth.

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Pam Bowell, Director of Customer Care and Transformation, Lifepilus

The Opportunity

Lifepilus has always taken pride in delivering great customer service to its network of associates and product users. So when the referral marketing company experienced rapid growth in Europe from 2013 (the contact centre grew from 40 CSA's to over 150 in 18 months) Lifepilus sought Bright's guidance on how to maintain great customer satisfaction after change. The company wanted to invest in its people and infrastructure, demonstrating its commitment to their values and principles to keep people at the heart of everything they do.

The Solution

Bright recommended that Lifepilus use the Bright Index to benchmark against other UK companies that also have great customer service. Lifepilus used Bright Navigator, the CSAT tool, to guide its progress while the company continued to grow and focus on efficiency and effectiveness.

The Results

Lifepilus maintains great customer service, sitting in the top 25% of the Bright Index after growth. CSAT increased from 85% to 95% and CSA colleague churn is lower than the industry average. The insights helped Lifepilus focus on its unique culture during transformation and the development of the team's knowledge and skills.

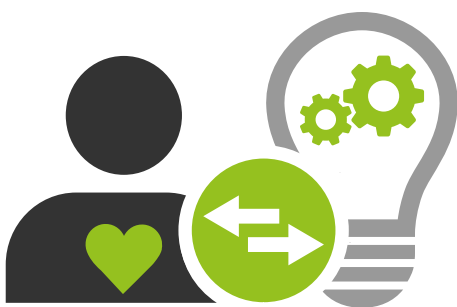


Focus on customer experience

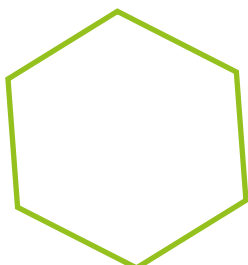
"We knew we wanted to keep being a different kind of company, providing customer service in real time with real people who really care. After the growth we needed to do it in a way that used insights and technology, but still put people and relationships first."

Malcom Vincent, Managing Director of Lifeplus Europe explains "People are the most important part of our story and our company. Our company is nothing without people; people who work with us, or for us and who like what we create together. We needed to maintain this experience for our associates and our colleagues."

Tracy McBride, International Marketing Director says "Our associates are incredibly passionate people dedicating their lives to health and wellbeing and delivering our vision to 'help everyone around the world to live well by inspiring people to lead healthier lives.' So we wanted to keep things personal even though our success meant we now had over a hundred CSA's and thousands more associates." To do this Lifeplus united its unique philosophy with insight and technology and invested in developing the knowledge and skills of the Customer Care Team.



Lifeplus united its **unique philosophy** with insight & technology



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Working with Bright did not tie up our managers for months in long implementation projects. It was quick and simple. The insights we gained helped us meet the needs of our people during change and keep delivering great customer service.

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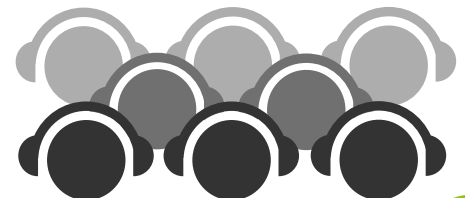
Pam Bowell, – Director of Customer Care and Transformation, Lifeplus

The contact centre grew from 40 CSA's to over 150 in 18 months



20

2013



150+

2014

The benchmark for success

Pam Bowell asked Bright for guidance on how to maintain great customer satisfaction after rapid growth.

"I had worked with Bright before so I knew that they could give us access to insights almost instantly that would help us prioritise our efforts for our colleagues and associates during rapid growth. Working with Bright did not tie up our managers for months in long implementation projects. It was quick and simple. The insights we gained helped us meet the needs of our people during change to keep on delivering great customer service.

Bright analysed CSAT data for six months benchmarking customer satisfaction. Lifeplus was delighted when the results showed exceptional performance was maintained by the contact centre.

From the start of our work with Bright it was great how we were positioned in the top 25% of Bright's benchmarked

companies. So we moved to the next stage implementing Bright Navigator the customer satisfaction tool.

We were delighted that the CSAT results from Bright were coming in at 85%. Bright worked with our amazing IT team to fully automate our CSAT surveys so the results were a valid representation of our contacts. This did not change the results - they remained at 85%. The Bright insights helped us see that our unique Lifeplus culture was being maintained even after rapid growth."

Lifeplus implemented a performance management system and were tracking CSAT at an individual and overall level. This was incredibly helpful by making it possible to identify how to support CSAs and teams in a more focused way.

"Using the insight from Bright Navigator we have increased CSAT to an average of 95% and maintained our position in the Bright Index top 25%."

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Using the insight from Bright Index has helped us to increase CSAT to an average of 95% and maintained our position in the Bright Index top 25%.

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Director of Customer Care and Transformation, Lifeplus

Our unique, friendly and engaging customer service for associates is still achievable after rapid growth



Bright Index gives confidence

“We continue to focus on what’s important to our associates, and continue to benchmark and improve. The Bright Index gives us the confidence that our vision of ‘unique, friendly and engaging customer service for associates’ is achievable. Benchmarking our service gives us the insight to show how we are doing on our journey of developing knowledge and skills. It confirms objectively that we have reached a point where the Customer Care Team is thinking, feeling and performing to an exceptionally high standard.

Bright guides us to keep our finger on the pulse, really quickly. With easy to understand insight, I can track the impact of any improvements we make. Bright Index is so powerful when you constantly benchmark your performance. Without a doubt, they have helped us continue to be a success.

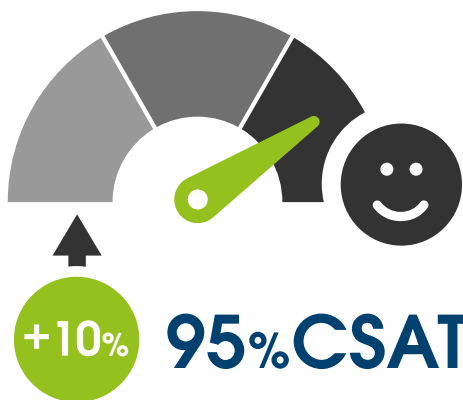
I am incredibly proud of everyone in the Customer Care Team. Their efforts and enthusiasm to maintain such great customer service during major change has really inspired me and I am reminded what an amazing group of people they are!”

“

Bright guides us to keep our finger on the pulse, really quickly. With easy to understand insight, I can track the impact of any improvements we make.

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Director of Customer Care and Transformation, Lifeplus



Implementing a performance management system meant we were able to identify how to support CSAs and teams in a more focused way

