



MEDIA CASE STUDY

How we helped a media giant double revenue and manage the complete customer journey.

AT A GLANCE

CHALLENGES

- Obtaining new customers
- Scaling for growth
- Retaining Customers
- How to implement technology & strategy

RESULTS

- Increased Revenue
- Increased customer satisfaction
- Rapid Growth



"We appreciate the proactive approach of your agents. I want to thank your entire team for the support they have given us. It truly demonstrates why we use the word partner and not vendor to describe TLC Associates."

CLIENT TESTIMONIAL

PROBLEM

This client had an issue acquiring new customers and retaining current customers.. With an over saturated market and fierce competition they needed a partner who would not only stop the revenue bleed but grow it.

SOLUTIONS

Over the course of only a month and a half, TLC Associates scaled the outbound **customer acquisition, customer care, and customer retention** program from concept to launch. Using our extensive experience building outbound acquisition teams, we oversaw the training and hiring of a high-quality agents.. We crafted an effective sales script, implemented innovative technology, and work flow systems. We worked closely with our client's internal stakeholders to outline the specific actionable tasks and metrics that would deliver the best ROI and we delivered.

OUTCOMES

95% increase in revenue

We were able to nearly double revenue in a short period of time.

#1 Provider

We consistently were their #1 provider with top customer satisfaction scores.

Scaled for success

We started with a pilot program and at full ramp we scaled to **9 locations, 2 languages, and 1,000 agents.**