

How did AlternScript, the makers of OptiMind, automate 82% of its customer service and save 16% of subscribers from cancelling?

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Exactly one year ago AlternScript, the maker's of a popular nootropic supplement, OptiMind, had just reached a pivotal business milestone – they were signing up hundreds of new customers every day for their monthly subscription. With a rapidly expanding customer base well into the thousands, requests by customers for assistance was skyrocketing. Whether it was changing shipping and billing information or the inevitable cancellations that come with a subscription-based business, keeping up with customer's requests started to take on a bigger and bigger role at AlternScript.

About a week after this milestone was reached, there came a point when the two full-time customer service representatives could no longer keep up with the crazy volumes of calls and emails. As a result, customers were getting irritated because it would sometimes take days to hear anything back from AlternScript's reps. Worse, customers who had requested cancellations were being charged because their emails weren't being read before the next billing cycle. Additionally, because customer service was spread so thin, the reps were unable to offer their usual 'SaveSales', which are downsells offer such as discounts made to customers wishing to unsubscribe. AlternScript was losing customers who would have otherwise could've stuck around if they had been treated better. A decision had to be made - the future of AlternScript was on the line.

Driven by the belief that automation and scalability are they keys to the future of business, AlternScript's team set out to build an account center that would automate the role of customer service rather than pay the exorbitant rates of call centers or hire more reps. Born from this painful period of growth is the revolutionary RetentionPoint customer service platform.

Once implemented, the RetentionPoint account center automated 82% of customer service requests virtually overnight. Because of its seamless integration with LimeLight, the platform empowers customers to make their own changes to personal and billing info, subscriptions, etc. The already robust features of the account center can be further customized based on the needs of any business. By eliminating the vast majority of customer service's role, RetentionPoint dramatically reduce the expense of paying reps or call centers.

Moreover, AlternaScript found that when customers are able to **instantaneously get what they want** and don't have the **lag time or hassle** of dealing with impersonal call centers, chargebacks are significantly reduced.

Beyond these basic features, RetentionPoint's SaveSale™ technology reduced customer cancellations by more than 16% at AlternaScript. By funneling cancelling customers through state-of-the-art persuasion videos and downsell offers, each customer is engaged based on their specific reason for cancelling.

RetentionPoint has forever impacted AlternaScript's business by allowing them to scale to the multi-million dollar enterprise that they are today. This is the RetentionPoint experience.

Case study was compiled from statistical analyses of AlternaScript's proprietary database and interviews with AlternaScript's CEO, Lucas Siegel.