thankful + Bonafide

Problem

On a mission to provide women with naturally powerful health solutions, Bonafide provides the opportunity for their customers to opt in to their high-value subscription service. While convenient for customers, Bonafide found themselves facing an issue common among businesses that have a subscription model: a large volume of subscription management inquiries.

In addition to taking up a lot of time and heavily contributing to backlog buildup, subscription-related tickets put a lot of pressure on Bonafide's human agents and gave rise to staffing challenges.

How can Bonafide save time on high volumes of subscription-related customer inquiries and enable their human agents to focus on building connections with customers?

Solution

When the Head of Customer Experience joined Bonafide, she was eager to implement AI automation and knew she wanted to build her strategy around Thankful. Working closely together, the Thankful team helped build out processes, develop workflows, craft all new brand language, and establish a new customer retention strategy.

Bonafide quickly deployed Thankful for email support in October of 2020. Capturing the attention of C-level executives as well as the Head of Tech, the company sees a huge opportunity to expand its use of Thankful and they look forward to launching SMS support.

Results

resolves **54%** of subscription-related tickets

By **resolving 54% of subscription-related tickets** in addition to other customer inquiries, Thankful saves Bonafide **up to 65 hours of agent work a week**. Not only does this enable their human agents to focus on building brand love, but it also reduces Bonafide's staffing costs.

Since implementing Thankful, Bonafide has a **monthly average ROI of 30% and as high as 50%** during their peak season.

> " Thankful's AI implementation process was far easier than I had anticipated and has no limitations. I'm impressed with how well it integrates with our business technologies and the amount of control that I have over language and workflows. It allows me to easily test strategies, track success metrics and quickly deploy new processes. Now, my agents are able to relax and focus on what they do best; showing our customers they care. "

— Colleen Curran, *Sr. Manager Customer Experience*

Let's connect:
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