



# Big Business Agency case study

## Results

### REMOVING INTERNAL BARRIERS LED TO SIGNIFICANT ACHIEVEMENTS:

- **4x faster customer response**

The Service Hub has enabled us to respond to customer queries four times faster, leading to higher satisfaction and more positive feedback.

- **Identifying Communication Blockages**

We've identified key communication blockages, particularly in our collections process. HubSpot's insights are helping us refine processes through targeted training and improved implementation, enhancing SLA adherence.

- **Improving Admin Efficiency**

HubSpot has highlighted trends driving unnecessary admin work caused by certain customers. We've enhanced customer self-service reducing manual intervention and streamlining operations.

## Conclusion

**“One month after implementing Service Hub's ticketing and Help Desk with Big Business Agency, we are experiencing significant increases in our efficiency and simplification of our CS operations.**

**We're managing to do much more, much faster and improve the service to our B2B customers.**

**If you need help removing internal barriers, I recommend Big Business Agency.”**

Simon Hunter

Chief Executive Officer | Hunter Apparel Solutions

## Removing internal barriers to growth

Established in 1936, Hunter Apparel Solutions is a multi-award-winning, technology-centred professional clothing company.

Facing increased customer support demands from new B2B customers, Hunter Apparel Solutions sought to further improve its customer satisfaction through applying automation across customer support.

## Challenges

- **Increased customer demand**  
Increased workload for Customer Support from new customers and increased B2B buyer expectations
- **Operational Inefficiencies**  
Existing processes were becoming increasingly costly and time-consuming and unable to keep pace with business growth
- **Staff retention**  
CS team was under considerable pressure due to outdated practices and lack of data to satisfy customer enquireis

## Strategy

To overcome these challenges, Hunter Apparel Solutions engaged Big Business Agency to help them **remove internal barriers** to growth, increase CS efficiency and simplify operations by Onboarding Service Hub, enabling:

- Automatic CS Ticket creation from emails
- Automating Workflows across warehousing, purchasing, sales
- Single ticket board with statuses for all to see
- Automated customer updates
- Service Level Stats to improve customer interaction
- Ticket reports and dashboards to balance workload