



AtticusSolutions

CASE STUDY

How Atticus Solutions Effectively Reduced ConvertKit's First Response Time by 85%



"Having a recruiter that goes out and sources talent for you is huge. To have all that built into Atticus Solutions... It's a big time-save there."

Daniel Beasley
HEAD OF SUPPORT

The Client



ConvertKit is a digital marketing company that enables creators to make a living from their craft. With powerful automation, creators can build their online presence, connect with their target customers, and scale their business from the ground up.

The Challenge

Daniel Beasley is ConvertKit's Head of Support. It's his responsibility to manage his team across the globe—ensuring the right communication channels to maintain a unified workflow regardless of differences in time zones, cultures, and skillsets.

But in 2019, ConvertKit was having trouble with their prolonged first response time caused by an increasing load of customer tickets. Instead of focusing on the bigger picture, Daniel and his team were spending way too much time dealing with customer queries. As ConvertKit values their customer's satisfaction above all else, they needed to hire a remote team quick.

So Daniel asked Atticus for help in finding a team that could aid them in preventing a decline in their customer satisfaction score while keeping their overhead expenses cost-effective.



“Going out and sourcing talents takes so much time away from me. What I would have had to do to find the resources to go out and get those applications, go through those applications would have been a huge time commitment.”

- Daniel Beasley

The Solution

Atticus has spent years fine-tuning its (remote team) recruitment processes to help tech companies acquire top candidates. Bringing that experience, Atticus was more than equipped to resolve ConvertKit's existing ticket problems while providing excellent customer support.

First, Atticus made sure that the candidates were best fit and met ConvertKit's standards. They screened prospects that surpassed their metrics: technical and soft skills, behavioral assessments, and responses to competency-based questions.



“Atticus assured us at the beginning that we could work with them to create a culture that matched with ours, and that’s a big deal for us.”

Atticus then organized a system to route and track ConvertKit's ticket flows. Existing tickets were prioritized depending on their urgency and were fairly distributed among team members—giving them enough time to work on incoming tickets while fulfilling backlogs.

Next, Atticus launched a Shift Lead Program and an incentive scheme. The program produces team leads with excellent management skills who coach and mentor its members to reach their goals every month. And the incentive scheme motivates the team to go above and beyond their designated tasks.

With this, Atticus created an environment wherein their team members have an increased sense of ownership and responsibility. Building this proactive culture keeps everyone in the team engaged, making sure that they always plan ahead.

The Result

Since outsourcing the majority of their support team from Atticus, Daniel and his team have noticed significant improvements in their department:

Decreased First Response Time (FRT) and Reduced Backlogged Support Tickets

ConvertKit's FRT average of 1 hour was brought down to an average of 10 minutes or less!



“That’s huge as a customer, to go from a median response time of an hour to sometimes even three hours... The fact that you now get anywhere from 5 to 10 minutes is pretty huge.”

50% Reduction in Support Cost

Outsourcing their remote team with Atticus significantly reduced their support cost while maintaining a high-quality of work.

Rapid Team Scaling

ConvertKit grew their team immensely even amidst the pandemic. Initially hiring 2 individuals back in November 2019, they now have grown to 25 individuals strong.

And best of all, Daniel and his team now have more time to focus on the bigger picture.



“The results were pretty night and day. It’s made my life a whole lot better. We had so many support tickets, and Atticus has allowed me to jump out and focus on the bigger picture so I can effectively manage the team across the globe.”



AtticusSolutions

We'll build you an awesome
offshore team to help you grow
your business.

You'll know if we're a fit after just one call.

Let's talk!

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