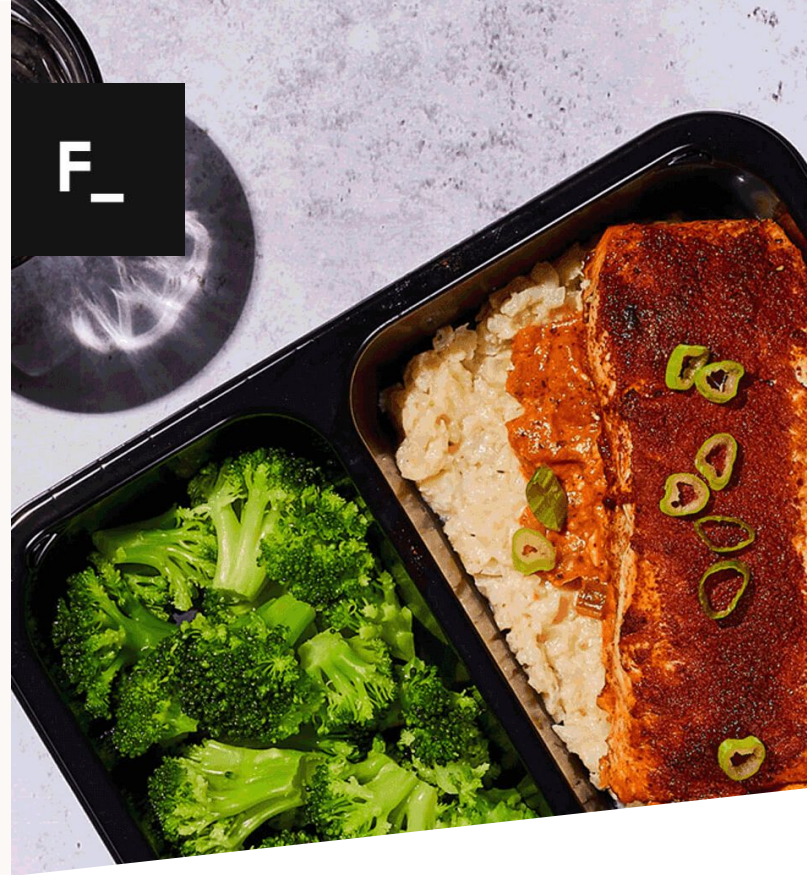


Case Study

FACTOR_

INDUSTRY
Food

WEBSITE
www.factor75.com



Responding to social comments and increasing conversion

Chatdesk Case Study

Overview



- Chicago based subscription service for healthy and delicious prepared meals
- Shipping weekly across the US

Objective and Use Cases

Objective - Increase conversion and customer retention by providing after-hours and holiday support on-demand

Use cases for Teams - Convenient and low cost solution to quickly respond and engage with customers by leveraging nutrition experts and fans of Factor 75. From day one, Expert responses are on brand and powered by machine learning

Conversations from



Sample Expert - Mark



Profile

I am a longtime vegetarian who believes that a healthy diet is key to good health. I am big into meal-prep and have used Factor 75 for their healthy vegetarian options. I am always on the lookout for new nutritional tips and information

Impact for Factor

Reduction in average response times during after hours

90%+

Hours saved per month for the Factor team

15+

“ Factor is growing very quickly, which has meant an increase in the number of questions and comments we receive on Facebook and Instagram outside of business hours. Many of the comments are pre-sale questions and excellent conversion opportunities. With Chatdesk, we've been able to ensure that these comments are addressed quickly and the prospects and customers receive the answers they need.

Katherine Dobbs
CX Lead / Factor



Sample pre-sales conversion opportunities and responses by Chatdesk Experts



Josh Hughes How much does this stuff cost? Anyone know?

Like · Reply · 1d



Factor_ ✓ Hi Josh Hughes! Here is the link to view our prices as well as our meal plans: <https://www.factor75.com/healthy-meal-plans> Please reach out to our Customer Experience Team if you have any other questions via text/phone/email at 888-573-5727 or help@factor75.com 😊



FACTOR75.COM

Healthy Meals Prepared Fresh and Delivered to You | Factor 75



Karen Weinberger-Baker Are these keto friendly?

Like · Reply · 1d



Factor_ ✓ Hi Karen! We do provide ketogenic meals, but please note that not all our meals are ketogenic as we offer a great range of performance nutrition-based meals. If you view our menu, the meals marked with a "K" symbol are the ones considered keto-friendly. Please feel free to contact us at help@factor75.com or 888-573-5727 if you have any further questions!

Like · Reply · 1d



Karen Weinberger-Baker Factor_ thank you

Like · Reply · 1d

About Chatdesk

Customer service leaders use our software to increase customer happiness, grow sales, and scale on demand.

Learn more at [chatdesk.com](https://www.chatdesk.com)