CASE STUDY: ModSquad's High-Flying Customer Support Boosts Flybrix's Sales and Revenue

FLYBRIX

MODSQUAD

A Winning Combination

Flybrix had a problem that many companies would envy. The cutting-edge tech firm was growing by leaps and bounds while working to develop smart processes and foster a burgeoning user community. But they needed help clearing their support backlog and optimizing their queues. Ideally, Flybrix wanted a vendor who could offer a high-touch/high-CSAT experience to their smart, passionate community in a cost-effective and scalable manner. ModSquad delivered all of that, and more.

After making the decision to work with ModSquad, things progressed at a dizzying pace. Within a week's time, ModSquad had a team of agents (known as "Mods") in place — fully initiated into Flybrix's Zendesk solution — who wrote support scripts and created systemic processes to facilitate each customer interaction. "ModSquad immediately just started handling things," remarks Holly Kasun, Flybrix CMO. "It was lightning fast, pretty unbelievable."

SUCCESS RIGHT OUT OF THE BOX

In a week and a half, the Mods fielded more than 10,000 backlogged customer service tickets. Within a month, the speed at which the Mods helped Flybrix process revenue helped the company's sales scale 10x. Yet the Mods never wavered in providing high-touch service for Flybrix's customers. "I am a firm believer," states Kasun, "that one of the reasons we kept our sales strong while we were back-ordered was that the Mods bent over backwards to help people." Customers praised the company for their quick response time. The Mods were averaging a response rate of less than five hours, well below the service level agreement of 24 hours.

ABOUT FLYBRIX

Flybrix was founded in 2015 as a hardware startup focusing on combining small drones and low-cost computer vision technology in consumer products. When the team couldn't find a drone that served their needs, they pieced one together using some handy interlocking plastic bricks. That became the team's moment of clarity.

Since then, Flybrix has dedicated itself to promoting a sense of fun and discovery in kids who are interacting with STEM topics like robotics, engineering, and physics. The combination of traditional play pieces and cutting-edge technology has proven itself to be irresistible to young curious minds the world over. Flybrix continues to enhance its offerings through hardware and software revisions, ensuring that its products remain at the leading edge of entry-level drone and robotics technology.

MODSQUAD AND FLYBRIX: A WINNING COMBINATION

OUR MODS ARE YOUR CUSTOMERS

One of the tenets of the ModSquad philosophy is to pair Mods with clients whose products or services inspire them. In this case, that meant finding Mods who had an interest in Flybrix's offerings, drone and robotics technology. "We used LEGO®s to build prototypes of the drone product that we were going to be launching," explains Holly Kasun, Flybrix's Chief Marketing Officer. "We realized that if we put this together in the right way, we could use this LEGO drone as an educational toy." Flybrix's customers took it a step further. This savvy, industrious customer base, with their substantial understanding of the product, were creating new ways to use the technology to build drones and sharing their experiences online. That's where the Mods made a critical difference. Notes Kasun, "It helped that ModSquad has such a wide range of people to select from. Our ModSquad Project Manager had institutionalized knowledge from his drone hobby, which really helped the ModSquad team get up and running quickly. He was able to field a team that had experience doing this type of technical work with a consumer product in the education market. By pulling in people with expertise, we got exactly what we needed." Clearly, this was an instance where a traditional outsourcer or offshore vendor could not have provided the same level of top-tier support.

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> *CMO, Flybrix*

ModSquad's engagement began with basic customer support and technical support from product experts. Once the backlog of orders and queries was managed, some Mod assignments shifted to Tier 2 support, where they resolved more advanced issues for customers. ModSquad's flexibility and scalability was not only vital to maintaining a healthy queue flow, it also enabled Flybrix to remove their engineers — who were still staffing technical inquiries — and have them get back to R&D work.

BUILDING A BUSINESS, BRICK BY BRICK

As Flybrix's business grew, so did the role of the Mods; when their distribution channels became more diverse, so did the Mods' work. Customer support queues were broken into orders from third-party retailers, educational orders, and direct website orders. Overall support spanned general customer support, technical product support, and, soon after, social support on Twitter and Facebook.

> **"The Mods like our customers as much as we do. They treat them like their own clients. The Mods really care."**
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Pleased with their relationship with ModSquad, Flybrix turned to the Mods to build out a forum on their Shopify platform. Its goal was to build community and provide a research platform where Flybrix could easily get feedback from customers on the products.. "We couldn't do it all internally," remarks Kasun. "Having one point of contact on the ModSquad side was absolutely critical for us. Having ModSquad run an entire team with one manager was the most cost-effective solution."

MIND MELD

One of the things Flybrix greatly appreciated about ModSquad was the way the two companies' philosophies aligned. Flybrix wanted more than a basic customer support channel; they were looking for a branding and loyalty driver to help build a community of Flybrix ambassadors. Most of the outsource vendors Flybrix encountered focused solely on customer support. "For us, that wasn't as vital. What we wanted was more of a folksy, in-depth discussion. We thought meaningful interaction with our customer service team was more important than just dispatching people as quickly as possible with the right answers," says Kasun. ModSquad demonstrated that in addition to efficiency, they could also provide higher-touch service, helping to build relationships with those who called in. Notes Kasun, "There was a big, big payoff for us. ModSquad's willingness to go the extra mile and truly engage, and the fact that the Mods treated our clients like their own, was what I really appreciated. The Mods really care."
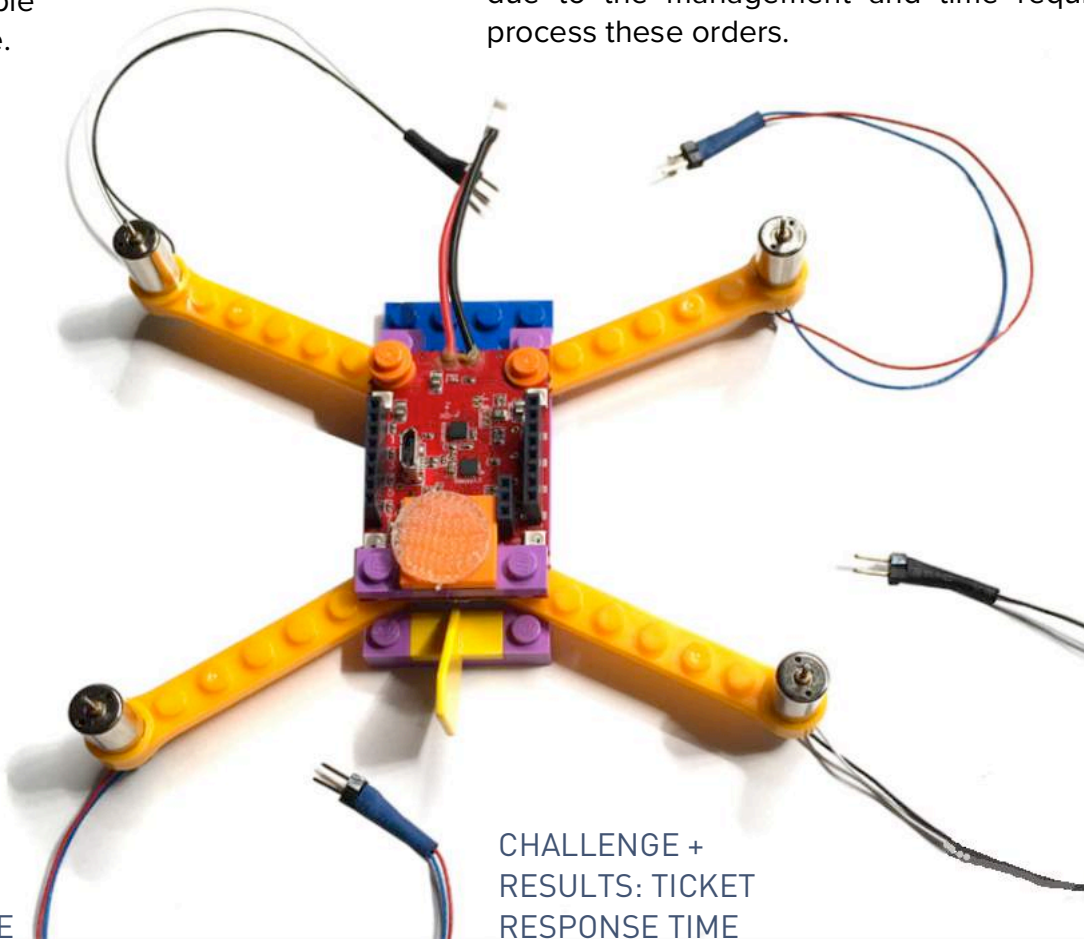
CHALLENGE + RESULTS: SCALING

The speed at which ModSquad helped Flybrix process revenue helped the company scale its new product 10x. During the flagship Flybrix product launch, Flybrix had to quickly scale all facets of the business in order to ship orders in time for Christmas. ModSquad not only facilitated that ramp-up, but also managed a severe back-order situation. The partnership was a success, with Flybrix shipping available product on time.

CHALLENGE + RESULTS: ORDER PROCESSING

In 2017, 35% of Flybrix's revenue increase was generated and processed through ModSquad. As the Flybrix business matured, a new customer segment emerged, driving Flybrix to expand. After initially processing orders via the online store, Flybrix worked with ModSquad to develop a new program for processing purchase orders and invoicing with external partners. Without ModSquad, Flybrix would not have been able to capture these sales due to the management and time required to process these orders.

CHALLENGE + RESULTS: TICKET VOLUME

ModSquad processed more than 10,000 backlogged tickets within ten days, a critical task for an cash flow sensitive manufacturing business. ModSquad then enabled Flybrix to efficiently manage customer service spikes and lulls by modeling detailed projections around future support needs.

CHALLENGE + RESULTS: TICKET RESPONSE TIME

ModSquad reduced Flybrix's average ticket response time by over 75%, significantly reducing their original ticket response goals. Presented with a customer enquiry backlog, ModSquad reduced Flybrix ticket response time from several days to an average of less than five hours.