

Nourishing Wellness

Powered by hugo



CASE STUDY

Hugo is the largest specialty provider of customer support & ecommerce solutions. Providing more than just outsourcing – we offer the exceptional support and innovative solutions you deserve to reach your goals and redefine success in your industry.

Nourishing Wellness

How Hugo Helped Sakara Transform Health

The Challenge

Our client, Sakara Life is an organic meal delivery and wellness company with a mission to promote health and well-being. They provide organic meal delivery, snacks, and supplements as part of their unique proposition.

However, delivering a first-class wellness experience takes more than premium products, and Sakara needed customer service that nurtured their community with care and expertise. The Hugo-Sakara partnership has since evolved beyond traditional support functions, expanding to include back-office support, such as coordinating delivery management services.

The Hugo Approach: A Seamless Extension of Sakara's Values

When Sakara partnered with Hugo, they were not just outsourcing customer service; they were extending their brand's ethos. To deeply instill Sakara's mission and strengthen brand alignment, Hugo implemented a strategic approach:

- **Immersive Onboarding Curriculum:** Hugo developed an onboarding program that deeply ingrained Sakara's cultural values and service philosophy into their agents.
- **Interactive Learning Sessions:** Agents participated in interactive sessions covering topics from Sakara's founding principles to their comprehensive approach to wellness.
- **Cultural Immersion Impact:** The training's emphasis on cultural immersion translated into exceptional warmth, care, and efficiency in every customer interaction facilitated by Hugo's team.

Hugo's Strategic Solutions

● The Pilot Phase: Exceeding Service Level Agreements (SLAs)

As a result of Hugo's tailored process— a comprehensive brand analysis strategy designed to deeply understand and align with Sakara's unique narrative and customer voice— the team's performance exceeded expectations.

- **Customer satisfaction scores averaged 95%**, surpassing the 90% target.
- **The one-touch resolution rate reached 83%**, outperforming the 70% objective.
- **A quality score of 99%.**
- **Productivity soared 25%** above the target .

● Beyond the Pilot: Sustained Excellence

Following the pilot, the Hugo team maintained a track record of outstanding service thanks to the continuous implementation of training modules focused on efficiency and customer satisfaction, and the use of advanced analytics to monitor and improve service delivery.

Hugo has consistently maintained excellence while handling high contact volume:

- **95% email customer satisfaction** rate.
- **87% one-touch** ticket resolution rate.
- **98% quality assurance** score.
- **Over 62,000 email tickets closed** since the partnership began.
- **Reduced refunds from 75% to 25%.**

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"It has been a team mentality working with Hugo. It does not feel like a Sakara team and then a Hugo team—we're one cohesive team...if alarms go off, Hugo will go above and beyond to offer assistance."

– H. Haynes, Director of Customer Support



A Key Differentiator: Hugo's Onboarding Process

For Sakara, Hugo's onboarding approach stands out as a key differentiator from other vendors. It is characterized by its *seamless, self-directed training system* that guarantees operational competence from the outset. After receiving foundational information on client operations, *Hugo proactively assumes the responsibility for agent training and ongoing skill development*, guaranteeing access to a well-informed team from the start.

Let's deliver great CX. Together



Meet Jennifer

Customer Support Agent

94% Avg. CSAT 2024

Personal CX philosophy:

Empathy + Continuous Improvement



"I try to balance empathy with efficiency. Customers want to feel heard but they also want a quick resolution."

Degree:

BA English, *University of Lagos*

Years @ Hugo (Experience):

2.5 years

Age:

26

Professional Experience:

Hugo – CX Agent **F A I R E** SAKARA
EAT CLEAN EAT WHOLE

GT Bank – Customer Service Representative

Passion:

Running, travelling, reading

Fun Fact:

Jennifer is a baking aficionado, and Hugo's resident sweet treat supplier

Other:

Proficient in Zendesk, Freshdesk, Hubspot, Intercom, Salesforce, Zoho, Slack, Trello

Let's deliver great CX. Together



Meet Jamie L.

Quality Agent (CX)

98% Avg. CSAT 2024

Personal CX philosophy:

Consistency is key



“No matter the channel or the issue, I prioritize maintaining a steady, measured approach so that every customer experience is consistent with the brand.”

Degree:

BSc. Journalism, *University of Nigeria, Nsukka*

Years @ Hugo (Experience):

5 years

Age:

29

Professional Experience:

Hugo – CX Agent **F A I R E** **SAKARA**
EAT CLEAN EAT WHOLE

Marriott – Front Desk / Concierge

Passion:

History, traveling, vintage clothing, swimming

Fun Fact:

Jamie runs an online thrift store and community

Other:

Proficient in Zendesk, Freshdesk, Hubspot, Intercom, Kenchi, Salesforce, Zoho, Slack, Trello, Monday.com. Asana