



# CannabisBPO

Outsourcing Solutions for Cannabis Companies

## CASE STUDY: Outsourcing with CannabisBPO Drives Increase in Acquisition Rate and Revenue



### Our Client

Our client is a Canadian Licensed Producer (LP) and global leader in cannabis research, cultivation, processing, and distribution, providing cannabis flower and extract products to tens of thousands of patients, physicians, pharmacies, hospitals, governments and research facilities on five continents.

### Overview

In the Canadian market, the new patient lifecycle begins with a clinic appointment. Once the patient is approved, their file is turned over to a Licensed Producer (LP), such as our client, who receives a daily report of referred patients. Their acquisition strategy was to make three contact attempts via phone to each prospective patient using an internal team. They sought to improve their results with an outsourced contact center with expertise in the Cannabis industry.

### The Solution



#### A NEW PATIENT WELCOME CAMPAIGN

*CannabisBPO designed and executed* a program, including both phone and email outreach, to welcome new patients to our client's brand and assist them with their first purchase. CannabisBPO contact center agents proactively reached out to prospective patients who had not yet registered for a purchasing account within the first 60 days after their file was turned over to our client by a clinic. If the patient had not yet set-up a purchasing account, agents explained the registration process, assisted them in signing terms & conditions, and helped them get approved for a purchasing account. For all new patients, agents explained their prescription options, pricing, new patient promotion, tax benefits, guided them in making their first purchase, and offered appropriate upsell items.

*CannabisBPO then identified a valuable discovery* emerging from the welcome campaign. Through analysis, CannabisBPO identified the reason that 10% of new patients did not fill their prescription. We discovered it was because the client did not carry the recommended or patient preferred product. ***This information sparked a strategy for improving customer acquisition, retention, brand loyalty and revenue.***

GIVE US A CALL TODAY:

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[www.CannabisBPO.com](http://www.CannabisBPO.com)

We know Contact Centers. We know Cannabis.



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## The Results



### A NEW PATIENT WELCOME CAMPAIGN

CannabisBPO agents reached out to approximately 1,500 new prospective patients monthly as part of the new patient welcome campaign. In comparison to our client's in-house welcome efforts, CannabisBPO was able to not only increase overall conversion %, but also generate an increase in average new patient spend. This was achieved through ongoing testing and refining of the approach, verbiage and pricing in CannabisBPO's Contact Center Lab.



Increase in  
Conversion %



Increase in Average Patient Monthly  
Spend, Equating to an additional \$200,000  
in revenue over a 6-month period.



145%  
Increase in  
6-month  
Program ROI



Overall Welcome Campaign ROI: 630%



### About CannabisBPO

CannabisBPO provides 24/7 multilingual contact center solutions for the cannabis industry. With operations in the US and Canada, but serving the global cannabis market, CannabisBPO was born out of our combined expertise in the areas of inbound contact centers and healthcare/ pharmaceutical sectors through our sister companies Concentra Solutions and PharmaCentra. Concentra Solutions has been assisting the world's best-known brands drive positive customer engagement strategies for 30 years. PharmaCentra has been operating for nearly 20 years as a full-service contact center provider for top pharmaceutical companies, engaging with patients, pharmacies, physicians, hospital groups and more. When you combine the ability to drive compliant and quality engagements with proven patient journey success in pharma and translate that expertise to the cannabis industry, you arrive at CannabisBPO.