



CannabisBPO

Outsourcing Solutions for Cannabis Companies

CASE STUDY: CannabisBPO Yields Triple Digit ROI with Custom-Designed Cannabis Win-Back Campaign



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 for medical cannabis, their file is turned over to a Licensed Producer (LP), such as our client, who receives a daily report of referred patients - essentially prospective patients. While patient tenures vary, our client wanted to understand the root causes of patient attrition, in an effort to improve patient experience, brand loyalty and revenue. CannabisBPO identified and crafted several strategic recommendations and associated solutions, which we implemented on behalf of our client.

The Solution



A PATIENT WIN-BACK CAMPAIGN

Our client initially engaged CannabisBPO to conduct a survey of patients who had defected in order to understand root causes of customer attrition. And while understanding the cause of patient attrition is valuable, CannabisBPO realized this was a client cost. Therefore, CannabisBPO recommended the survey should be coupled with an ROI driven re-engagement strategy. Our recommendation focused on contacting former patients or exiting patients to learn more about the patient but coupled with a win-back program to drive revenue and fund the survey program.

CannabisBPO designed and executed our recommended hybrid survey and win-back campaign. CannabisBPO contacted patients who had not made a purchase for 60-120 days. During the call, agents conducted a brief survey covering the following topics:

- Whether the patient was purchasing through a different licensed producer
- Why the patient chose the other licensed producer
- The patient's preferred method of consumption
- What our client could have done to improve the customer journey

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During this same call, CannabisBPO agents learned about patient needs and preferences, and extended them a 10% to 20% discount on a customized product offer.

One significant finding that emerged from the survey results was that 21.4% of patients that had not made a purchase in the past 60 days were unaware that their medical document was about to expire. **Based on this finding, CannabisBPO partnered with our client to design a multi-channel, multi-touch proactive notification campaign to further reduce patient attrition and drive additional revenue.**

The Results

A PATIENT WIN-BACK CAMPAIGN

CannabisBPO agents reached out to approximately 400 patients whose medical documents were either about to expire or had expired 60-120 days ago. The six-month win-back program saved patient revenues that would have been lost and turned a client project in revenue growth. The patient win-back program results were as follows:



Additional Value-Add through CannabisBPO Program Solutions

Existing patients spend approximately \$198 per month. Patients retained through the win-back campaign, spend an average of \$227 per month. This represents not only retention of patients that would have otherwise been lost, but also an increase of 14.6% in monthly spend. **We were hired as a tactical service provider, but partnered with our client to provide revenue generating solutions.**

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.