TruRoots™ COMPANY

Case Study

Partnership with AnswerNet to implement a comprehensive customer service solution and knowledge base tailored to the company's needs

Industry: Consumer Goods

Client: Food company offering organic grains, juices, sauces and beverages

Timeframe: 2023 to present



The Client

TruRoots™, part of a family of brands that includes R.W. Knudsen Family® and Santa Cruz Organic®, specializes in organic, grain-based foods. Known for their pioneering spirit and commitment to innovation, these brands have set the standard for high-quality organic products. In 2022, TruRoots and its sister brands were divested by The JM Smucker Company. This transition presented significant challenges, which AnswerNet was uniquely equipped to address.

The Challenges

Following the divestiture, TruRoots was left without any customer service infrastructure. There were no existing scripts, materials or frameworks to manage consumer inquiries.

Without a dedicated customer service team, TruRoots' internal staff struggled to manage inquiries and complaints, diverting their attention from core business operations.

The Solution

Tailored Customer Service Framework:
AnswerNet designed and implemented a comprehensive customer service solution tailored to TruRoots' needs. By developing an active knowledge base in collaboration with TruRoots, AnswerNet empowered its agents to handle a wide range of inquiries, from product availability and ingredients to shelf life and more.

Full Inquiry Management:
AnswerNet handled 100% of consumer inquiries, ensuring timely and accurate responses. Only highly-serious complaints were escalated to TruRoots, alleviating stress on their internal team and allowing them to focus on strategic priorities.

Proactive Knowledge Base Development:
AnswerNet's supervisors independently created a detailed knowledge base for TruRoots without prompting, showcasing AnswerNet's proactive and professional approach to client support.

VIP Consumer Experience:
AnswerNet associates provide customized responses instead of relying on scripts, fostering genuine and meaningful interactions. Their interest in TruRoots' products shine through in every call, reinforcing consumer trust and loyalty.

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The Results

Enhanced Efficiency:
Internal staff were relieved from handling direct consumer calls, improving overall operational efficiency.

Streamlined Customer Experience:
All inquiries were resolved promptly, ensuring customer satisfaction and reducing escalations.

Strengthened Brand Loyalty:
Personalized and empathetic interactions helped build stronger connections with consumers, reflecting positively on TruRoots' brand reputation.

Independent Operations:
AnswerNet's proactive approach in building a knowledge base demonstrated a commitment to operational excellence and allowed TruRoots to maintain seamless customer engagement.

Conclusion

Through proactive problem-solving and personalized service, AnswerNet helped TruRoots navigate a challenging transition and maintain strong consumer relationships. By handling 100% of inquiries and building an independent knowledge base, AnswerNet demonstrated its ability to deliver exceptional support and safeguard brand loyalty. TruRoots continues to thrive with the peace of mind that their consumers are in expert hands.

100%

Number of sales and customer service inquiries that are now handled by AnswerNet.

> As a professional organization, AnswerNet knows what information is needed and is able to train the associates on the front lines. We appreciated the guidance provided to set up our program . . . I would recommend the service to companies seeking professional consumer engagement. It is much more than an answering service in that it is a two-way conversation that is quick to resolve and reassure callers and retain our brand trust and loyalty. "
>
> **—Margot Aiono, Senior Director of Quality, TruRoots Company**

For more information, call, text or visit us online.

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