

# See how CASELY improved **first response time by 10x** while experiencing **16,954% growth**



## What they are saying about Influx:

“My first year at CASELY was tough. We had just experienced a seriously high-growth holiday season and were finding it a challenge to respond to customers fast enough. Partnering with Influx has been a game changer! Within our first month, we were able to reduce our response time from ~10hrs. to 1hr.

CASELY has grown 16,594% over the last 3 years – and having that extra layer of support has been instrumental in bringing our CX to the next level. We are so happy to have Influx as part of our support team. We wouldn't be here without them!”

**CASELY**

- Laurin Thompke, head of customer support at CASELY

Recognized as the first subscription club for designer phone cases, [CASELY](#) is one of the world's fastest-growing online retailers – experiencing growth of 16,594% in three years, earning them #17 on Inc's 5000 list in 2021.

## INFLUX TEAM SETUP:

- [24/7 customer support](#) out of 3 regions
- Email via Gorgias and Facebook messages
- Tier 1 & 2 customer support
- 6 full-time and 2 part-time dedicated agents

## INFLUX TEAM RESULTS:

- Reduced response times from 9hrs 50min. to 1hr. in the first 3 months of service.
- Reduced average handle time from 17hrs. 6 mins. to 1hr. 29mins.
- <7 minutes average first response time (current)
- Improved Product Review Score from 3.3 to 4.8

## Getting started with Influx:

After experiencing serious growth in 2019, CASELY came to Influx to build upon the momentum. They were looking to relieve some pressure from their 5-person internal team by expanding their support coverage to offer 24/7 customer support with reinforcements at peak sales seasons.

Influx built a 24/7 fully-scalable extension of CASELY's existing support team with 4 full-time agents and 2 part-time agents, adding an [extra layer of support](#) CASELY's internal team. Influx was able to help with the seasonal backlog, resulting in a reduction of first response time by 10x in the first month of service. Since the partnership began, CASELY's product review score has improved from 3.3 to 4.8 stars. Today, nearly 4 years into the partnership, 6 full-time and 2 part-time Influx agents answer 18,000+ tickets per month via email and social media.