

CASE STUDY

Changing the world one call at the time

For every new client *iconnectu* brings
on, a child is saved



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Mission

To build better businesses for greater good.

Vision

Filling the needs of the world with strategic generous businesses.

Executive Summary

This year's Customer Experience Exchange for Travel and Hospitality - an exclusive gathering of the industry leaders - organized by IQPC Exchange, presents how iconnectu is forming a foundation for success.

For every new ICUCare client the company brings on, they sponsor a child on their behalf through World Vision. With their unique business model, iconnectu is not only helping the businesses grow organically but also contributing to the reduction of the extreme poor around the globe by supporting agents of change dedicated to excellence and efficiency of funding.



The Driving Force

How iconnectu became leading CX follow-up product



"Early mornings I would take a run past a grocery store that was discarding food daily. I would then see on the news the plea for help for the poorest around the world - clean water, medicine, and education. This disconnect was the driving force in creating Iconnectu. How to use my talents? By showing hungry business owners how to connect, grow, grip their new clients tightly in love, and give back strategically and intentionally. Iconnectu evolved into one of the leading customer experience follow up products in the world and fulfilled her personal mission to have given more than she received."

Michelle Grunberg, founder at iconnectu

Challenges

Poor customer communication management is the main challenge for many businesses. From ensuring that the staff communicates with the customers in the proper manner to reducing complaints on social media sites, from maintaining a great customer retention rate to keeping the employee turnover as small as possible – all these aspects are essential for an impeccable customer experience.

How the product helped

Iconnectu prides itself on being the leader in Customer Experience Management through real people making real calls and discovering real stories turning 10% of calls into tangible testimonials on Social Media.

The customers of Iconnectu clients are shocked and pleasantly surprised to hear that Iconnectu is calling to say hello, ask how they are doing, giving them a voice to share their experience, and sincerely thank them for choosing the company over the “others”. Customers are keen to wanting something new and real. Iconnectu can provide that priceless touch while giving companies the “Truth as clients see giving you clear vision.”



Over 100,000

Calls to Date



Over 60,000

Conversations with Clients



Over 1,800

Social Media Stories Captured



Over 10%

Employee Retention Increase
in 6 Months



Over 300

Saved Clients That Would Have Left
Without Knowing - Retained

Impact in Communities



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"The generous contributions of our corporate partners enable World Vision to make a powerful impact in communities here at home and around the world. With a wide range of turnkey and tailored partnership opportunities, programs and infrastructure in nearly 100 countries, and proven, trusted expertise, we help hundreds of companies each year make meaningful investments in the communities and causes that align with their corporate mission, values, and goals."

*Julianne Fry, Philanthropy Officer - Transformational Engagement at **World Vision***

Results, Return of Investment and Future Plans

Iconnectu has trained and developed 30 professional Customer Experience Representatives ready to make 300,000 phone calls for their esteem clients over the next 12 months. As iconnectu's founder Grunberg states, *"What we really hope to accomplish is to bring 25 children out of extreme poverty around the globe alongside World Vision"*. Her vision of creating a world free from hunger, oppression, and greed guides all she does. In 2017 Iconnectu formed the Iconnectu2Life Trust Fund to drive 10% of the company's gross revenue toward this worthy cause. Michelle plans to save 1,000 children from extreme poverty by 2030 and stay with them to see them fulfill their life's mission.



About

Iconnectu, led by its founder Michelle Grunberg, is changing the world by doing business better. The company specializes in three areas: ICUGrow – resources for business development and growth, ICUCare – professional customer service calls made 24-48 hours following service, and ICUGive – strategic community partnership identification to boost the brand while giving back.

Michelle Grunberg is a proud mother and wife working diligently to achieve her dream of building better businesses for the greater good. When not running iconnectu, she loves studying God’s word, the sport of swimming, skiing, reading, and just recently took up the Sax.

IQPC Exchange is a division of the International Quality and Productivity Centre. It is focused on creating events in a format that is referred to as an Exchange.

Exchanges are unique, invitation-only events driven by pre-scheduled business meetings between pre-qualified solution providers and senior executives that are mutually interested in doing business together.

An Exchange is made up of thought-provoking conference sessions, inspiring keynote addresses, in-depth case studies, structured networking and interactive discussion groups (our signature Think Tanks and BrainWeaves®).

World Vision International is an Evangelical Christian humanitarian aid, development, and advocacy organization.

World Vision runs a child sponsorship program which aims to help needy children, families, and communities access clean drinking water, sanitation, education, skills for future livelihood, nutrition, health care and participate in an age-appropriate in development processes. World Vision operates on the theory that by changing the lives of children, the child sponsorship program facilitates overall growth and development in the community, as it helps communities to build a better future through empowerment, education, income generation, and self-sufficiency.

According to Forbes magazine, as of December 2014, World Vision is the 11th largest charity in the United States and as of 2017 stretch each \$1 Iconnectu gave to \$1.62.

CALL TO ACTION

1
VISIT IQPC EXCHANGE'S
FREE RESOURCE LIBRARY
FOR TRAVEL & HOSPITALITY
LEADERS:

[HTTPS://CXTRAVELHOSPITALITYUS.IQPC.COM](https://cxtravelhospitalityus.iqpc.com)

2
MEET THE CHILDREN:

3
Ierna's sent a microloan to get three chickens and a goat to **Aiche** from Mali so her family could begin a business.

<https://iconnectu.info/aiche-mali-sent-us-story-beautiful-handprint>

4
LEARN MORE ABOUT
ICONNECTU:

[HTTPS://ICONNECTU.INFO](https://iconnectu.info)

5
Hector in the Dominican Republic received a soccer ball at Christmas from Iconnectu and Aqua:

<https://iconnectu.info/good-news-pest-solutions-hector-dominican-republic>