

OSL's Partnership with Statflo:

Driving Unprecedented
Growth, Efficiency, and
Customer Satisfaction

The OSL logo is rendered in a bold, blue, sans-serif font. The letters 'O', 'S', and 'L' are connected, and a small grey dot is positioned to the right of the 'L'.The STATFLO logo features a stylized icon on the left composed of three overlapping diamond shapes in pink, blue, and teal. To the right of the icon, the word 'STATFLO' is written in a bold, black, sans-serif font.

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In today's competitive retail environment, building lasting relationships with customers is more important than ever. For OSL, a premier sales organization that partners with Fortune 500 companies to tackle complex business challenges, this focus on customer experience is at the heart of their mission. OSL works with some of the world's leading brands to provide personalized, relationship-driven customer experiences that go far beyond simple transactions. OSL has built a reputation for transforming retail operations and enhancing customer relationships.

Managing customer interactions at scale, particularly in the post-purchase phase, presented a significant challenge. OSL needed a way to not only enhance the customer experience but also to streamline outreach efforts, reduce returns, and drive ongoing engagement. That's where Statflo came in.

In this case study, we sat down with Brandon Johnston, Director, Client Services at OSL to explore how Statflo's customer outreach platform has empowered OSL's operations. We examine how OSL has integrated Statflo into its sales strategy, enhanced its customer outreach efforts, and ultimately transformed its business processes to deliver unmatched value to both their clients and their clients' customers.



OUTSOURCED SALES LEADERSHIP

Who is OSL?

OSL, also known as Outsourced Sales Leadership, specializes in providing their clients with customized, strategic sales solutions in retail, direct sales, merchandising, and customer acquisition. With a strong focus on transforming operations of Fortune 500 companies, OSL partners with major brands, including **Walmart Canada**, **Samsung** and **Bell**, to solve complex business challenges, enhance customer relationships, and deliver high-impact results.

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Our goal is to really have a deep understanding of the culture of their business, their identity, how they define success and how we can curate unique, data driven programs to accelerate success in those categories or KPIs. If we take my current client, Samsung, as an example, we started out with just managing their retail stores, and then we expanded into taking on their field sales and marketing team, and online

Their approach is centered around bridging the gap between brands and consumers. Blending deep knowledge of client cultures with a personalized, relationship-driven sales strategy, OSL helps their clients move beyond transactional sales to create lasting, meaningful connections with their consumers.

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We're trying to build deep and meaningful relationships that will, over time, give consumers greater and greater exposure to the ecosystem of the products that our client offers and how they can enhance their lifestyles.

The logo for OSL (Outsourced Sales Leadership) is displayed in a bold, blue, sans-serif font. The letters 'O', 'S', and 'L' are connected, with a small grey dot at the end of the 'L'. The logo is centered within a white rounded rectangle that has a subtle drop shadow.

THE CHALLENGE



Managing Complex Customer Interactions and Driving Operational Efficiency

For OSL, a key challenge has been the need to manage complex customer interactions while maintaining high levels of service for both their clients and the clients' end customers. They strive to provide a customer experience that goes beyond a single interaction or sale.

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We provide a personalized shopping experience that's not meant to end with that first interaction or that first transaction. It's really meant to be the beginning of the longer term conversation and relationship, and helping drive pride of ownership and affinity for the brand, over a longer period of time.

OSL's work with industry giants involves managing everything from in-store sales to field support, and customer engagement. Before Statflo, they were challenged with how to manage sales at the customer base, something that was traditionally managed by their clients. As a third-party provider managing

clients' retail services, they sought a tool that would allow them to move customer outreach into the retail stores, thereby supporting and enhancing their ability to serve both their clients, and their clients' customers. Ultimately, they needed a solution to strengthen their customer outreach program while also reducing returns, improving customer satisfaction, and generating more value from their customer relationships.

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I think that's really where Statflo comes into play for us. I think we're very great at curating that initial experience, but we had a challenge in managing that great base of customers that we formed these great initial relationships with. We were looking for ways to enhance that. The returns mitigation strategy is actually what brought us to Statflo in the first place, but it became just the tip of the iceberg. Now it is only a small part of how we think about how the platform supports our business.

THE SOLUTION



Statflo as a Comprehensive Customer Outreach Platform

OSL partnered with Statflo to help address several key challenges including enhancing the customer experience, reducing returns and driving revenue. To ensure every interaction is meaningful and leads to long-term customer loyalty, OSL uses Statflo in three main ways:

1. **Three-Day Welcome List**
2. **Product Update Lifecycle**
3. **Monthly Strategic Outreach Campaign**



1. One of the key customer outreach strategies OSL has implemented with Statflo is the **Three-Day Welcome List**, which aims to build on the positive in-store experience by following up with customers shortly after their purchase.

When a customer leaves the store, they've often had a great conversation with a knowledgeable sales associate, and their new device—whether a phone, tablet, or laptop—has been set up and is ready to use. However, OSL knows that this initial transaction is only the beginning. A few days after the sale, Statflo's platform enables OSL to reach out to the customer, ask for feedback on their experience, and ensure that everything is working smoothly. This proactive approach helps to validate the customer's decision, resolve any issues early on, and reinforce their sense of connection to the brand.

“*We want to make sure that every single interaction in the store is a great one, and it's really difficult to validate that. What better way than to give someone a couple of days to reflect and then reach back out and ask for that feedback and welcome them to the ecosystem.*”

THE SOLUTION



2. In addition to the welcome outreach, OSL uses Statflo to manage the **Product Update Lifecycle**, ensuring that customers are kept informed and engaged long after their initial purchase. For example, OSL reaches out to customers who are eligible for an upgrade, reminding them that they're valued and that new products are available. This early upgrade outreach helps foster continued loyalty by keeping customers informed about relevant product enhancements.

3. OSL also leverages Statflo to execute **monthly strategic outreach campaigns**. These campaigns vary based on the season, promotions, or new product launches. During the holiday season, for example, OSL may reach out to customers who recently purchased a new phone to recommend complementary products, like a smartwatch or earbuds, that could enhance their overall experience. These touchpoints not only help drive additional sales but also ensure that customers feel valued and supported in their journey with the brand.



We do an early upgrade list for our customers. We reach out, 14 months down the road, to tell them that we haven't forgotten about them, we hope they're still happy with the product(s) and let them know that they're eligible for an upgrade. With this, we're trying to provide an incremental and more tailored level of service to all of our customers.

These efforts have not only driven sales but have fostered deeper customer loyalty. By moving beyond one-time transactions and cultivating long-term relationships, OSL has helped their clients—like Samsung—expand their customer base and improve lifetime value.

THE IMPACT



Achieving Unprecedented Sales Growth and Operational Excellence

Since implementing Statflo, OSL has seen impressive results across multiple areas of their business

- 1. Enhance Customer Experience:** By offering personalized, follow-up communication with customers, OSL was able to strengthen the relationships formed in-store, leading to an **6%** increase in Net Promoter Scores from **74.7%** in Q1 to **80.8%** in Q4 and more positive Google reviews.
- 2. Reduce Returns:** Statflo helped OSL create a post-purchase outreach strategy that dramatically reduced returns by over **60%**, a significant win for both OSL and their clients.

“*Statflo has reduced returns by north of 60% since we started the journey till now, which is amazing. But it’s also become a multi-million dollar revenue generation tool for us. It’s driven our NPS scores up. We’ve seen improved Google reviews. Repeat business through these customers has improved as well. We really see it as like a customer life cycle management tool versus a marketing tool or a returns mitigation tool. It’s a lot more holistic than that. And it’s become a core pillar of our business.*”

- 3. Drive Revenue:** Statflo’s platform empowered OSL to manage customer relationships throughout the entire lifecycle, not just at the point of sale. This helped increase repeat business and improve customer retention. In a recent product launch campaign, OSL drove significant numbers:

- **Handset Sales:** Achieved a **120%** achievement rate to target.
- **Wearables Sales:** Watches and Earbuds were a **220%** and **450%** achievement rate to target, respectively.
- **Reduced Returns:** Returns mitigation was reduced to **4.8%**



THE IMPACT

“*Those achievement rates are not simply a year over year growth. Those are versus, an already ambitious target that was based on year over year growth. So you can imagine, if you were looking at, 110 or 115% multiplier from a year over year perspective, and you delivered 400% of that, just how impactful it is. And so that rate of astronomical growth is representative of the growth of the overall channel which by no coincidence, is correlated to the launch, the implementation and the further refinement of the utilization of Statflo.*”

Statflo’s ability to integrate seamlessly with OSL’s existing Point of Sale (POS) system, [iQmetrix’s RQ](#), is another beneficial factor for OSL. The integration enabled the team to streamline workflows and scale outreach efforts while ensuring that no customer was overlooked. To learn more about the Statflo - iQmetrix integration, [book a demo](#).



THE STATFLO ADVANTAGE

Going Beyond the Quantitative

While the results speak for themselves, OSL also credits the level of support they receive from Statflo as a key differentiator.

“*Over the last several years that I’ve been a customer of Statflo, I have observed and experienced and it is my firm belief that they have the best support team of any vendor that we work with. Period. The access to information, the access to service, the suggestions that the team has come up with to help us improve our own workflows or to try new strategies... We just ran a pilot program that has seen incredible results that wasn’t even on my radar 3 months ago that was actually brought to me by my account manager. It has paid insane dividends. So what I would say is that if anybody had any level of hesitation about investing into the platform, even after seeing what an amazing tool it is, the account management team at Statflo should be the deciding factor.*”

A STRATEGIC PARTNERSHIP DRIVING SUCCESS ACROSS MULTIPLE DIMENSIONS

For OSL, Statflo has evolved from a simple returns mitigation tool to a core component of their customer engagement strategy. The platform has enabled OSL to create personalized, value-driven customer experiences, reduce operational inefficiencies, and achieve unprecedented revenue growth. Most importantly, it has strengthened the long-term relationships OSL builds with both their clients and their clients' customers.

When asked what advice Brandon would give to others in the industry not currently using Statflo, his message was simple:

“ *Best in class platform. Best in class team. You can't afford not to do it.* ”



SEE STATFLO IN ACTION

STATFLO

Ready to transform your customer outreach strategy like OSL? Book a personalized demo today to discover how Statflo can help you build lasting customer relationships and drive revenue growth. Our team will walk you through the platform's powerful features and show you how it can be tailored to meet your unique business needs.

[\[Book Your Demo Now\]](#)

