

## How a Premium Car Audio Brand Cut Costs, Streamlined Support, and Achieved 100% Service Level

A real-world case study in helpdesk migration, ops cost reduction, and building expert-level technical support

### Reduced

OPERATIONALEXPENSES

salary & tech stack savings

### 100%

SERVICE LEVEL

all tickets answered within 24 hrs

#### THE CLIENT

A premium car audio brand specializing in speaker upgrades for BMW, Mini Cooper, Toyota, and Rolls Royce. Their technically sophisticated customers expect expert-level answers — making great support a core part of the product experience.

#### THE PROBLEM

The client was running on an inefficient helpdesk with bloated operational costs. Internal salary overhead and unnecessary tech stack spend were eating into margins with no scalable support infrastructure in place.

High internal employee salary costs for support functions that could be optimized

Unnecessary tech stack expenses with no streamlined helpdesk platform in place

No Knowledge Base, macros, or automations to handle technical product inquiries at scale

#### WHAT WE DID

- 01 We Migrated & Optimized Their Helpdesk**  
 We leveraged multi-platform expertise to migrate the client's entire operation — cutting unnecessary tech costs while setting up a more powerful, efficient system.
- 02 We Built a Technical Knowledge Base**  
 Detailed Knowledge Base articles covering compatibility, installation, equalizer settings, and product specs gave agents the confidence to handle any technical question.
- 03 We Reduced Overhead with Macros & Automations**  
 Smart macros and automations replaced manual repetitive work — reducing the need for costly internal headcount while hitting 100% service level with all tickets answered within 24 hours.

#### THE RESULTS

Metric	Before	After
Operational Costs	High overhead	Significantly reduced
Service Level	Inconsistent	100%
Ticket Coverage	No system	24 hrs or less

#### WHAT CUSTOMERS SAID

*"Easier than I thought. Nice fresh bright sound and cleaner bass."*

*"I didn't believe the advertisement until I took the chance. It is unbelievable how nice the subs sound — A+++++. Easy installation, took less than 20 minutes on my F82. Awesome experience!"*

#### THE KEY TAKEAWAY

**Great support reduces costs — not just for your customers, but for your business.**

When you migrate to the right helpdesk, cut redundant overhead, and build expert-level support infrastructure, you don't just improve service — you improve your bottom line.