



Case study

# The art of building customer trust and loyalty



## The client:

The logo for ColorIt features the word "color" in a pink, cursive script font, followed by "it" in a black, sans-serif font.

ColorIt is a creative brand known for its premium adult coloring books and art supplies, designed to bring joy, relaxation, and creativity to its customers. With a dedicated and growing customer community, ColorIt has built a strong reputation for quality and inspiration.

However, as the brand expanded, so did the challenge of providing personalized, engaging customer support that reflected its core values.



## The challenge:

With a fast-growing and highly interactive customer community, ColorIt faced a significant challenge: how to keep up with a high volume of customer interactions that extended beyond standard inquiries. Their customers sought connection—sharing artwork, asking for advice, and providing feedback.

ColorIt needed a robust customer support structure that could deliver quality service, manage high demand, and build genuine relationships with customers.

## Defining success: ColorIt's customer support vision

To meet the needs of its expanding customer community, ColorIt set out to accomplish three key objectives in its customer support approach:



### Speed and Accuracy

Ensure fast, precise responses to customer inquiries, regardless of volume.



### Consistency and Trust

Develop a dependable support experience that customers can rely on for every interaction, ensuring loyalty through trust.



### Community Engagement

Foster personal, creative connections that resonate with the brand's spirit, allowing customers to feel like part of the ColorIt family.

## talent by Numi Global: Customized solution

ColorIt partnered with **talent** to develop and implement a comprehensive support strategy. This included not only process and strategy development but also building a dedicated customer support team to meet ColorIt's goals.



### Establishing Standard Operating Procedures (SOPs)

Numi Global worked closely with ColorIt to craft SOPs that aligned with their brand voice and values. These SOPs provided the CS team with clear guidelines for handling inquiries efficiently, maintaining a friendly, creative tone, and ensuring consistency.

With SOPs in place, ColorIt saw a 25% improvement in response times.

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### Building a dedicated customer service team

**talent** assembled and trained a team of skilled support agents who could embody ColorIt's brand values in every interaction. This talent-driven team was responsible for managing the rapidly growing customer base, consistently delivering the warmth and attentiveness that ColorIt's customers expected. With talent's structured support and tailored training, the team achieved a high Customer Satisfaction Score (CSAT) of 97% - 100%, reflecting the quality and effectiveness of their service.



### Engagement and feedback strategy

**talent** guided ColorIt's active presence within the ColorIt Coloring Books Facebook group, a community of over 6,000 members. **talent**'s support team closely monitored feedback, engaged with customers on a personal level, and responded to posts, suggestions, and artwork shares.



### Human-centered, creative support approach

**talent** team adopted a "human-first" support philosophy, treating each customer as an individual, not just an order. By communicating in a warm, conversational tone, they made each customer feel like part of the ColorIt family. This approach fostered a strong community bond and strengthened brand loyalty.

# Results that speak: The **talent** impact

With **talent**'s tailored solutions and a dedicated customer support team, ColorIt transformed its support system. The proactive engagement strategy doubled customer-generated content in the Facebook community and turned customers into passionate advocates. Customer feedback showed a 100% satisfaction rating in support interactions, reinforcing ColorIt's reputation as a leader in the creative space.

Through **talent**'s approach to building both strategy and team, ColorIt's customer support evolved into a vital brand asset, enhancing customer loyalty, satisfaction, and engagement.