

### CASE STUDY

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# NOBULL

## The Hidden Profit Driver: How NOBULL Turns Customer Service into 5x ROI

The math on [NOBULL's](#) customer service approach is compelling: monthly investment with [Compass Experience Labs](#) yielding five times that amount in preserved revenue.

While most ecommerce brands chase diminishing returns on ad spend as acquisition costs have spiked 60% in five years, NOBULL has quietly transformed what others see as a cost center into a significant profit driver through their strategic "sales and saves" program with Compass Experience Labs.

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### Customer service as an investment, not a cost

When you look at the data from NOBULL's innovative approach:

- Monthly investment in Compass Experience Labs provides a return of nearly 5x
- Attribution window: Just 3 days post-contact

That's a 5:1 return using an incredibly conservative 3-day window. Even more interesting: this happens while customer acquisition costs for ecommerce have climbed dramatically across all categories, up 40% from just two years ago.

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### What makes a "save" work

The traditional customer service model treats agents as a cost center. NOBULL, with their commitment to premium customer experience, chose a different path by implementing a rigorous saves program with Compass Experience Labs.

A save happens when:

1. A customer contacts with clear intent to cancel, return, or request a refund
2. The agent successfully changes their mind through effective resolution

This retention program includes detailed agent training on product knowledge, clear guidelines for save-eligible scenarios, and specific resolution paths for different customer issues. Agents receive specialized coaching on identifying customer concerns beneath the surface request and addressing those root issues directly.

The program includes a structured save framework with tiered resolution options - from basic education and clarification up to strategic appeasements that keep value within the business. Agents are empowered with specific decision-making authority to resolve issues in real-time while preserving revenue.

This isn't just saying "no" to refunds. It's finding the right solution - whether that's answering questions thoroughly, explaining policies clearly, offering a replacement instead of a refund, or providing store credit that keeps value within the business.

Compass acts as a true partner for NOBULL, not just a vendor. Their agents function as brand ambassadors who deeply understand the products and company values. This partnership approach means Compass can make strategic recommendations that drive business outcomes, not just handle tickets.

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**Jason Byrum** • 3rd+  
RSD @ Valet Living | TAA Board Delegate  
7mo •

Exemplary Customer Service. Thank you **NOBULL** for creating an extremely pleasant customer service interaction.

You have a customer for life. After texting your customer service # I was concerned I would be stuck in AI chat hell with no answers to my questions

Quite the opposite! Find your CS rep Christian and give that person a raise. In less than 10 minutes, and less than 5 texts from me, they had a simple and very reasonable solution to my problem.

This interaction alone will keep me coming back, and was a pleasant reminder of what all of my client facing interactions should strive to be as well. **#ResultsDriven**

*Pictured above: A LinkedIn post in which a satisfied customer, completely unsolicited, shared their positive experience with the NOBULL customer service agents.*

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### Why this matters for EBITDA

In today's environment where customer acquisition costs keep climbing, retention becomes the leverage point for growth. When a \$200 pair of training shoes gets returned, that's not just \$200 lost - it's the acquisition cost, shipping, processing, and potential markdown if the item can't be resold at full price.

For venture-backed or PE-owned companies focused on EBITDA improvements, this approach delivers immediate results without cutting quality or headcount. It's adding efficiency to existing customer relationships.

According to recent ecommerce statistics, brands lost an average of \$9 for every new customer they acquired in 2013, but today that loss has increased to \$29 per customer. This makes customer retention even more critical.

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### The bigger takeaway

Most executive teams overlook customer service as a strategic function, seeing it as a cost to minimize rather than a revenue driver. The NOBULL case demonstrates how this mindset leaves money on the table.

The 5x ROI that NOBULL achieves isn't just impressive - it's compelling when you see the numbers. Every dollar they invest in their customer service partnership returns five dollars in preserved revenue, all within a tight 3-day attribution window.

This is an opportunity hiding in plain sight. The question isn't why NOBULL is doing this, but why every brand isn't.

The answer is that most brands are measuring the wrong things. They track cost-per-contact instead of revenue preservation. They optimize for efficiency metrics instead of lifetime value.

Smart brands (and smart investors) are catching on. As CAC continues to rise across channels and new tariffs create pricing pressures across retail categories, we're seeing more companies recognize that customer service isn't just about solving problems - it's about preserving and growing revenue.

That's the real save.

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### About NOBULL

[NOBULL](#) has built a fiercely loyal community around their trainers, apparel and accessories by stripping away the gimmicks and focusing on what matters: performance. From their CrossFit roots to expansion into running, golf, and becoming the Official Footwear and Apparel Brand of the NFL Scouting Combine, NOBULL's direct-to-consumer approach lets them maintain exceptional quality and forge authentic connections with their customers.

This customer-first mindset extends beyond their products to every touchpoint in the experience – which is why their strategic approach to customer service aligns perfectly with their brand ethos of eliminating excuses and embracing the work.

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### About Compass Experience Labs

Founded by ecommerce veterans, [Compass Experience Labs](#) transforms customer service from a cost center into a strategic revenue driver. Their approach bridges the gap

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between brand vision and frontline execution, creating experiences that build loyalty and protect revenue.

For enterprise brands, Compass deploys complete service teams designed for scale, delivering 24/7 support across phone, email, chat, SMS, and social media in over 350 languages. Their unique blend of human expertise and AI optimization creates efficiencies without sacrificing the personal touch.

Meanwhile, Compass Core brings these same battle-tested strategies to startups and high-growth companies, providing scalable customer experience solutions that evolve alongside the business.

Beyond day-to-day operations, Compass demonstrates their partnership mindset through industry leadership—like hosting exclusive sessions with Rick Helfenbein, trade expert and former AAFA President, to help clients navigate 2025's complex tariff landscape with insider strategies.

From DTC startups to global enterprises across fashion, beauty, and consumer goods, Compass partners with brands that recognize customer experience as their ultimate competitive advantage.

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### Ready to implement a strategic saves program?

Want to see if there's hidden revenue in your customer service operation? Email [contact@compassexperiencelabs.com](mailto:contact@compassexperiencelabs.com) to schedule a brief analysis. We'll examine your current metrics, identify potential revenue opportunities, and outline how a strategic saves program might work for your specific business.