

CASE STUDY

KINDRED

Supporting Thousands of Members Daily: How Kindred Transformed Its Membership Experience with Compass Experience Labs

CX Challenges

Kindred, a premium membership-based brand, initially approached Compass Experience Labs with caution, outsourcing just 10-15% of customer inquiries—primarily pre-application work and general questions. This selective engagement reflected the high stakes of premium service: members paying for exclusive experiences expect flawless support.

As membership surged, Kindred faced critical challenges that threatened their concierge-level service promise:

- **Scalability & Volume Growth:** With member inquiries increasing rapidly, Kindred needed support that could scale in real-time without quality compromises.
- **Membership Experience & Personalization:** Their premium positioning demanded highly skilled agents capable of delivering seamless, personalized experiences consistently.
- **Operational Efficiency & Data-Driven Decisions:** To maintain growth velocity, Kindred required strategic insights into member behavior and service optimization.

After witnessing Compass's exceptional performance during the initial engagement, Kindred made a bold decision: rapidly expand the partnership to ensure every member received best-in-class support at scale.

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CX Strategy

Expanding Coverage & Scaling Fast

- Within the first three months, Compass expanded from handling just 10-15% of support volume to managing an additional line of business.
- By the end of year one, Compass handled 60% of all customer interactions.
- Ten months into the relationship, Compass now covers eight different lines of business, **supporting thousands of Kindred members daily**.

Rapid Response & Concierge-Level Membership Support

- **100% SLA adherence** ensures every member inquiry is addressed within 30 minutes or less.
- Compass consistently exceeds performance targets, achieving a **3.5-minute average handle time** against Kindred's 5-minute goal.
- Compass agents outpace Kindred's internal team in response speed, ensuring members feel valued with immediate attention.

Data-Driven Workforce Management

- Implementation of 30-minute staffing interval tracking enables real-time **workforce optimization**.
- This precision staffing approach has delivered faster response times, better workload distribution, and significant operational efficiency gains.

High-Touch Member Experience & Personalized Interactions

- Compass collaborated with Kindred to design a specialized hiring process identifying candidates best suited for concierge-style service.
- New agents undergo a rigorous three-week nesting period to **perfect brand tone** and messaging before any member interaction.
- Agents **function as true brand ambassadors**, delivering service that feels personal, authentic, and aligned with Kindred's premium positioning.

Proactive Insights & Membership Data Tracking

- A custom reporting system using Google Forms tracks every member interaction and contact reason, providing unprecedented visibility into membership needs.
- These comprehensive reports deliver actionable data that identifies pain points, drives service improvements, and enhances member retention.

CX Impact

Seamless Scaling Without Service Compromise

- Compass transformed from handling a small fraction of inquiries to becoming Kindred's primary support system—all without a single drop in service quality.

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- Coverage expanded from 10-15% to over 60% in under a year, with continued growth across eight business lines.
- This seamless scaling enabled Kindred to focus on product innovation and market expansion rather than support logistics.

Elite-Level Satisfaction & Retention

- 100% SLA adherence ensures members consistently receive the premium experience they expect.
- Low agent attrition means members interact with experienced, knowledgeable representatives who understand their needs and preferences.
- Consistent, high-quality interactions have strengthened member loyalty during a period of rapid growth.

Strategic Partnership Beyond Traditional Support

- Compass has helped redefine Kindred's approach to customer service, elevating it from a cost center to a strategic asset driving member satisfaction.
- Data-backed workforce management, specialized hiring, and proactive reporting have all contributed to Kindred's successful scaling.
- Compass's flexible model—with scalable staffing, tailored training, and deep CRM expertise—has made it an essential growth partner.

Compass Experience Labs continues to power Kindred's expansion with a membership-first strategy, ensuring every interaction is handled with expertise, speed, and genuine care. As the premium membership market becomes increasingly competitive, this partnership has positioned Kindred to scale confidently, knowing their member experience remains their strongest differentiator.