

The Problem

Meet Manley Creative, a creative agency for enterprise-level clients.

Manley Creative and Hilary met in the fall of 2019 at a speaking event that began their two year business relationship. Manley Creative realized that they relied heavily on the CEO when it came to their sales. They wanted to be able to standardize their processes to ensure the retention of their customers, the same way, the right way, every time WITHOUT involving the CEO in everything!

The biggest problem: their processes weren't written down or standardized across all departments so their customer retention had plummeted.

With that, things would get lost, deals would fall through the cracks, and every moving part was doing their own thing based on an idea of what they thought the process was.

With the idea of continuously improving the whole customer cycle, and processes over time, the goal was to create customers for life. So that's what resonated the most with Jim because up until this point, there were no standard procedures for following up with the customers, postpurchase.

BEFORE

How Manley Creative Increased their Google Reviews and Customer Referrals

CLIENT CASE STUDY



HILARY
CORNA

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The Solution

Manley Creative hired Hilary to supercharge their customer service processes. **Together, they built out their 90-Day Post-Sales process to aid in transforming their customer retention.**

Which for them meant, that after they did a project, they kept in touch with their clients along the way.

So what did that look like? They would send a unique deliverable specific to their customer as a surprise. After that, they would send a Loom video that's customized per project saying thank you. Finally, they'd take their client out to lunch. They built all these best practices from the past and then standardized them to make sure that everyone got it the same way, the right way, every time!

Hilary took the time to talk to their team, to explain how they do what they do, and why they do it. She was patient, ensuring not to lose anyone along the way, guiding them to their next steps.

There had been so many touch points along the way when they were doing processes that they hadn't thought about before.

With Hilary's support, they finally had their complete customer journey built out for them!

AFTER



The Results



Manley Creative extended the process work with Hilary for two more engagements because the benefits were so strong.



"I expect a lot when I hire somebody. And Hilary Corna is off the charts!"

- Jim Manley



Watch this short video above to hear from the CEO himself on what it was like to work with Hilary.

HILARY
CORNA



Want to scale but process is holding you back?

Email us here:

team@hilarycorna.com





Hi, I'm Hilary

I get it. If one more person tells you to optimize and design for efficiency you might blow a fuse. The truth is most organizations don't need Six Sigma or Lean. Most approaches for process are designed for large scale manufacturing and don't meet the needs of your service based business.

I'm here to help. I believe that process can be simple, fun and get you to the next level of growth. Which is why I developed a process methodology named **The Human Way™** to help companies finally do process right.

Learn more at

www.hilarycorna.com



**HILARY
CORNA**