

Growth Systems in Action

Real examples of how I identify where growth is breaking — and build systems to fix it.

500+ Clients Managed • \$10M+ Revenue Generated • 97% Retention

Conversion Systems

Turning prospects and traffic into paying customers

Retention Systems

Driving engagement and long-term customer retention

Scalable Operations

Building systems that support growth and consistency

Explore Case Studies



CASE STUDY 1

Customer Success (Pre-Sales)
System Fixed: Conversion Funnel

Wright Brothers – Demo-to-Trial Conversion System

The early experience lacked structure and clarity, making it difficult for prospects to understand the value and move forward with confidence.

PROBLEM

LOW CONVERSION FUNNEL

- Prospects didn't fully understand how the service worked
- Value wasn't clearly communicated during early interactions
- No consistent process for guiding prospects through setup
- Messaging varied across team members
- Trial conversion was low (43%)

SOLUTION

STRUCTURED CONVERSION SYSTEM

- Designed a 10-page walkthrough to clearly communicate how the service works and the value it delivers
- Structured the initial experience to reduce friction and eliminate confusion
- Standardized messaging across team members
- Introduced early guidance to help prospects understand expected outcomes
- Created a clear path from first interaction → trial activation, reducing drop-off and improving conversion

RESULTS

35% Increase

Trial Conversion Rate

- Higher trial conversion
- Stronger early-stage engagement
- Improved clarity during initial setup
- Reduced drop-off before activation

INSIGHT

Conversion doesn't fail because the product isn't valuable – it fails when the **value isn't clear early enough**.

By structuring the early experience and clearly communicating outcomes, prospects were able to understand the value faster and **move forward with confidence**.

CASE STUDY 2

Customer Success (Post-Sales)
System Fixed: Retention & Engagement

Wright Brothers – Client Retention & Performance System

After conversion, there was no structured system to ensure ongoing performance, engagement, or long-term retention.

PROBLEM

REACTIVE ACCOUNT MANAGEMENT

- Clients were set up, then attention shifted to new trials
- Performance was monitored, but not consistently acted on
- No structured check-ins after conversion
- Clients reached renewal without clear alignment on performance or results
- Engagement dropped over time, increasing churn risk

SOLUTION

PPROACTIVE PERFORMANCE SYSTEM

- Designed a structured post-conversion check-in framework (monthly + key intervals)
- Introduced proactive performance monitoring with ongoing adjustments
- Ensured clients were consistently guided toward achieving performance targets
- Built a monthly & quarterly review system to maintain alignment and accountability
- Shifted account management from reactive to proactive and performance-driven

RESULTS

97% Retention

Sustained Growth

- More consistent client engagement
- Improved performance alignment
- Increased confidence in results
- More predictable retention
- Increased CSAT to 92%

INSIGHT

Clients don't stay because they were onboarded well – **they stay because they continue to see results.**

By introducing structured check-ins and actively managing performance, client relationships shifted from **passive to consistently value-driven.**

CASE STUDY 3

Customer Success (Support Systems)
System Fixed: Support & Communication

Wright Brothers – Support & Communication Optimization System

Customer support and communication lacked structure, making it difficult to scale efficiently while maintaining a strong client experience.

PROBLEM

UNSTRUCTURED SUPPORT SYSTEM

- High volume of repetitive support questions
- No centralized source of truth for common issues
- Inconsistent responses across team members
- Time spent reacting instead of improving the system
- Limited visibility into trends driving support volume

SOLUTION

SUPPORT OPTIMIZATION SYSTEM

- Analyzed live chat and email data to identify high-frequency support issues
- Tagged and categorized inquiries to uncover patterns driving support volume
- Built a structured FAQ system to reduce repetitive questions
- Created standardized response templates for consistent communication
- Developed SOPs to ensure scalable support across the team

RESULTS

64% Reduction

Support volume

- Faster response times
- More consistent communication
- Fewer repetitive inquiries
- Improved team efficiency
- 80% faster response times

INSIGHT

Support volume doesn't grow because customers ask more questions – **it grows when systems don't provide clear answers upfront.**

By identifying patterns and building systems around them, support shifted from **reactive problem-solving to proactive clarity.**

CASE STUDY 4

Gorilla Goodies – Product Strategy + Revenue Systems

Revenue growth was driven by individual product success, without a structured system to consistently launch, scale, and sustain performance.

PROBLEM

UNSTRUCTURED GROWTH STRATEGY

- Product success relied on trial-and-error instead of a repeatable growth strategy
- No clear system for identifying and scaling winning products
- Revenue spikes were unpredictable and difficult to sustain
- Product positioning and messaging were not consistently optimized
- Growth depended heavily on individual performance instead of a system

SOLUTION

REPEATABLE GROWTH FRAMEWORK

- Built a repeatable system for launching, testing, and scaling products
- Used performance data to identify winning products and scale them aggressively
- Refined product positioning, messaging, and visuals to increase conversion and performance
- Aligned product strategy across Shopify, Amazon, and paid marketing to ensure consistent performance
- Created systems that turned one-off product wins into repeatable revenue growth

Ecommerce (Revenue Growth)
System Fixed: Purchase Experience

RESULTS

\$10M+ Revenue

Generated

- Multiple high-performing and viral products – 42+ SKUs
- Scaled to 250K+ orders with consistent revenue growth
- Improved average order value (AOV)
- Stronger alignment between product, marketing, and conversion

INSIGHT

Revenue doesn't scale from more products – **it scales from better systems behind the right ones.**

By shifting from one-off product wins to a structured approach for identifying and scaling what works, **growth became more predictable, repeatable, and sustainable.**

CASE STUDY 5

Ecommerce (CRO & UX)
System Fixed: Scalable Growth

Gorilla Goodies – Custom Product Conversion System

Customizable products created friction in the buying process, leading to confusion, drop-off, and inconsistent conversion across platforms.

PROBLEM

COMPLEX PURCHASE EXPERIENCE

- Customers struggled to understand customization options
- Too many decisions created friction and drop-off
- Product pages didn't clearly guide users through the process
- Experience differed between Shopify and Amazon
- Support questions increased due to unclear selections

SOLUTION

OPTIMIZED CUSTOMIZATION FLOW

- Simplified the customization flow to reduce decision friction
- Standardized product structure across Shopify and Amazon
- Improved product page clarity with guided selection logic
- Aligned messaging and options across all sales channels
- Reduced confusion by making the process intuitive and predictable

RESULTS

30%
Repeat Purchase Rate

- Reduced drop-off during customization
- More consistent cross-platform experience
- Reduced support inquiries related to orders and fulfillment
- Improved customer confidence at checkout

INSIGHT

Conversion doesn't break because customers don't want the product – **it breaks when the path to purchase is too complex.**

By simplifying decisions and creating a consistent experience across platforms, customers were able to **move forward faster and return with confidence.**

CASE STUDY 6

Ecommerce (Operations & Fulfillment)
System Fixed: Fulfillment Operations

Gorilla Goodies – Ecommerce Operations & Fulfillment System

As order volume increased, operations and fulfillment lacked the structure needed to scale efficiently across in-house, 3PL, and FBA channels.

PROBLEM

FRAGMENTED FULFILLMENT OPERATIONS

- Order volume increased without standardized processes
- Fulfillment workflows varied across in-house, 3PL, and FBA channels
- Limited visibility across fulfillment channels created inefficiencies
- Risk of errors increased as volume scaled
- Operational bottlenecks led to delays and inconsistency

SOLUTION

SCALABLE FULFILLMENT SYSTEM

- Built standardized workflows across in-house, 3PL, and FBA fulfillment
- Coordinated with 3PL partners and Amazon FBA to align operations and timelines
- Streamlined inventory management across multiple fulfillment channels
- Improved packaging, processing, and shipping systems for consistency
- Implemented systems to reduce errors and support high-volume order scaling

RESULTS

250K+
Orders Fulfilled

- Maintained <0.3% fulfillment error rate
- Scaled fulfillment across 3PL and Amazon FBA channels
- Reduced fulfillment delays and operational bottlenecks
- Built infrastructure to support sustained growth

INSIGHT

Growth doesn't break businesses – fragmented operations do.

By aligning in-house, 3PL, and FBA fulfillment into a unified system, the business was able to **scale efficiently without sacrificing accuracy** or customer experience.

Systems Behind the Results

Across every case study, the same pattern shows up — **Growth becomes predictable when broken systems are identified and replaced.**

PATTERN RECOGNITION

- Growth stalls when processes lack structure
- Conversion drops when the path isn't clear
- Retention declines without consistent engagement
- Support volume increases when processes create confusion

APPROACH

- Identify where friction exists
- Simplify and structure the experience
- Standardize across teams and channels
- Build systems that remove reliance on individuals
- Use performance data to continuously optimize and improve

WHAT THIS ENABLES

- Clear and consistent customer experiences
- Faster conversion and stronger early adoption
- More predictable retention and revenue
- Lower support volume and operational friction

“The goal isn't just growth — it's building systems that make growth sustainable.”