



CASE STUDY

INDUSTRY: CANNABIS / TECHNOLOGY

CONSUMER DELIVERY + PLATFORM SUPPORT



A cannabis delivery tech company struggled to scale support fast enough to keep pace with new engagement channels and bold 2025 market expansion plans.

THE CHALLENGE

As the CEO and COO prepared for aggressive geographic and demographic growth, they needed a support partner who could quickly adapt to new channels (chat, SMS, multilingual), while ensuring compliance with cannabis-specific regulations and maintaining customer trust in a stigmatized industry.

World Connection's Solution

World Connection

- hired and launched up specialized compliance-trained teams
- developed workflows for new digital channels
- provided bilingual staffing for emerging Spanish-speaking markets
- operated as a strategic advisor, co-creating new SOPs

When expanding into new markets, especially highly regulated ones, World Connection enables rapid CX scaling with compliance-first agility—reducing risk and improving response speed across channels.

"Their partnership has been instrumental in our ability to grow, especially as we expand into new communication channels and target untapped markets."

Outcomes

Seamless integration of new channels into Eaze's CX tech stack

Compliant, real-time responses in new markets

Reduced internal resource burden during expansion

Improved CSAT from multilingual users (data withheld by client)

**Are you entering a regulated market or launching a new CX channel?
Let's talk about how WC can make it seamless, scalable, and compliant.**