



## CASE STUDY

INDUSTRY: CANNABIS / TECHNOLOGY

ON-DEMAND SERVICES & CUSTOMER EXPERIENCE



In the fast-paced cannabis tech space, frontline burnout and CX attrition are constant threats. They needed a partner who could provide team stability and a culture that aligned with their values of empathy, responsibility, and long-term customer care.

### THE CHALLENGE

High turnover in cannabis customer support roles made it hard for the CX leadership team to maintain performance, morale, and continuity—especially while pursuing sustained growth and regulatory compliance.

### World Connection's Solution

World Connection implemented a people-first operational strategy built on retention, coaching, and frontline empowerment:

- Rolled out weekly 1:1 coaching and clear performance tracks.
- Used peer recognition and tiered incentives to boost engagement.
- Deployed real-time dashboards for KPI issue resolution.
- Prioritized long-term agent fit over churn-and-burn staffing.

**The result: a resilient, high-performing team ready to scale with speed and consistency. In industries where burnout is the norm, World Connection's culture-focused leadership model delivers frontline stability that directly impacts growth, compliance, and customer trust.**

### Outcomes

Strong agent retention over multiple quarters

Seamless execution despite volume surges

Lower ramp-time due to consistent staffing

Improved internal confidence in frontline capability

**"They've been a steady force behind the scenes—keeping our support teams strong and engaged while we scale."**

Tired of constant churn in your support teams? Let's talk about how World Connection builds resilient CX cultures from the frontline up.