

CASE STUDY · DIGITAL AGENCY OPERATIONS

24 HRS *TO 2 HRS*

CLIENT QUERY RESPONSE TIME · **CSAT JUMPED FROM 7.2 TO 9.1 IN 10 WEEKS**

A DIGITAL MARKETING AGENCY'S
OPERATIONS
WERE QUIETLY DAMAGING CLIENT
RELATIONSHIPS.
HERE IS WHAT HAPPENED WHEN WE
FIXED THEM.

DIGITAL MARKETING · SALES OPS + PROJECT MANAGEMENT · AI-ASSISTED OPERATIONS

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THE SITUATION

WHAT WAS BREAKING DOWN

The creative work was solid. The operations around it were not.

01 CLIENT QUERIES SAT UNANSWERED FOR 24 TO 48 HOURS

Basic questions from active clients were sitting in inboxes for one to two full days. Clients were following up before they got a first response. That erodes trust faster than any bad deliverable.

02 CSAT HAD DROPPED TO 7.2 OUT OF 10

Client satisfaction was sitting at 7.2 and trending in the wrong direction. The agency's work quality had not declined. The experience of working with them had.

03 REVISION CYCLES WERE EATING THE TIMELINE

Deliverables were going back and forth through multiple rounds of revisions. No defined feedback process meant clients kept adding notes, and the team kept reworking files with no clear endpoint.

04 NEW CLIENT ONBOARDING WAS UNDEFINED

There was no documented onboarding process. Every new client relationship started from scratch, with different team members doing it differently, creating inconsistent first impressions.



THE WORK WAS FINE. *THE SYSTEM* WAS NOT.

The agency had skilled people producing good creative output. The problem was everything around the work: how queries were handled, how feedback was collected, how new clients were brought on board. **There was no operations layer. Just individual effort and good intentions.** That works when a team is small. It breaks when the client roster grows. The result: clients experienced the gaps, not the quality.

WHAT CLIENTS EXPERIENCED

Slow responses, unclear revision timelines, and inconsistent onboarding created a perception of disorganization, regardless of the quality of the final deliverable.

THE ACTUAL PROBLEM

No AI-assisted query routing, no defined feedback SOP, and no standardized onboarding playbook meant everything ran on individual memory and manual effort.

WHAT WE PUT IN PLACE

Three systems. Deployed in parallel. Running within 3 weeks.

01

AI-ASSISTED QUERY ROUTING

We deployed an AI layer to draft initial responses to client queries and route them to the right person immediately. **Nothing sits in an inbox for 24 hours anymore.** Responses go out within 2 hours. Clients notice it within the first week.

02

STRUCTURED REVISION SOP

We built a one-round feedback process with defined submission windows and approval checkpoints. **Revision cycles dropped 35%** because clients knew exactly when and how to submit feedback, and the team had a clear process for applying it.

03

CLIENT ONBOARDING PLAYBOOK

We documented and standardized the full onboarding process, from kickoff call to first deliverable. **Onboarding time dropped 40%** and every client now gets the same high-quality first impression, regardless of which team member handles it.

THE RESULTS

10 WEEKS. FOUR NUMBERS.

Measured from week one to week ten of the engagement.

CLIENT CSAT

~~7.2 / 10~~

9.1

Out of 10 · same client base · 10 weeks

QUERY RESPONSE TIME

~~24 TO 48 HOURS~~

Under
2 Hrs

Consistent across all client accounts

CLIENT ONBOARDING

~~UNSTRUCTURED~~

40%

Faster · standardized across all new clients

REVISION CYCLES

~~MULTIPLE ROUNDS~~

-35%

Fewer revision rounds per deliverable

FULL BREAKDOWN

BEFORE VS. AFTER

10-week engagement · Digital marketing agency · UK market

METRIC	BEFORE	AFTER	CHANGE
CLIENT CSAT	7.2 / 10	9.1 / 10	+26%
QUERY RESPONSE TIME	24 to 48 hrs	Under 2 hrs	-90%
CLIENT ONBOARDING SPEED	Unstructured	Standardized	40% faster
REVISION CYCLES	Multiple rounds	One round	-35%
AI QUERY LAYER	None	Live	Week 2
ONBOARDING SOP	Undocumented	Documented	Week 3

— THE TAKEAWAY

MOST AGENCIES COMPETE ON THE WORK. *CLIENTS SCORE THE EXPERIENCE.*

Creative quality gets you hired. Operational quality keeps you hired. Your CSAT score is not measuring the design. It is measuring how it felt to work with you. And right now, that score is telling you something.

LET'S TALK
ASJAD TUGHLAQ

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