SUCCESS STORY

Cheerleading Apparel Company Unlocks $6.5M in Revenue with Digital Sales Agent



INDUSTRY	USE CASE
E-Commerce	Re-engaging + unclosed sales

A leading apparel and performance equipment supplier for cheerleading delivers to schools and organizations across the country.

Its sales process relies on quotes, approvals, and purchase orders. **That created two revenue gaps**: past buyers who did not return, and quotes that expired before customers completed an order.

The Challenge

Revenue was being left behind

- **Past customers went quiet.** Many buyers did not reorder year over year, requiring the sales team to restart engagement.
- **Quotes expired without follow-up.** Quotes were valid for 30 days, but many stalled before purchase.
- **Manual, traditional outbound** couldn't keep pace with peak-season volume and timing demands without additional headcount.



The Solution

A Digital Revenue Accelerator

The company partnered with Humach to deploy an AI-powered Digital Agent, **Jennifer Carter**, as an extension of its sales team. The role of this Digital agent is to:

- ☑ Re-engage past customers with targeted promotions
- ☑ Follow up on open quotes before they expired
- ☑ Contact leads through a structured 21-day cadence, with up to seven touchpoints
- ☑ Identify high-intent buyers and route them to sales representatives

The result: consistent outreach at scale, with sales reps focused on customers ready to buy.

Humach

Results at a glance

6.4M	66%	28%	112%
Revenue generated with digital agent	**Increase** in closed sales	**Increase** in lead conversion	**Increase** in closed orders vs prior year

Business Impact

More recovered revenue. More closed orders.

By re-engaging past purchasers and following up on stalled quotes, the company turned missed opportunities into closed business.

- Recovered revenue from quotes that would otherwise have expired
- More than doubled closed orders year over year
- Increased lead conversion by 28%
- Maintained deal quality while using targeted promotions
- Created a more predictable pipeline during high-volume periods

Customer and Sales Impact

Better follow—up for buyers. Better focus for sales.

- Past customers received timely, relevant outreach from a branded AI-powered digital agent.
- Buyers with open quotes received reminders and clear paths to complete their orders.
- Sales representatives spent less time chasing unresponsive leads.
- High-intent buyers were routed to live reps for faster closing.

Operational Impact

Consistent outreach without added headcount

Humach gave the company an always-on follow-up process that could scale through peak season.

- Follow-up continued regardless of call volume or staffing constraints.
- The team gained a repeatable outreach model for campaigns, promotions, and customer segments.
- The company created a foundation for expanding digital sales support across its business.

> Humach helped this company turn dormant customers and expired quotes into a repeatable revenue engine.

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