



Human+AI Mix helping client experience, revenue & client retention

Professional Services CX Case Study: HR Consultancy

The Objective: An HR consultancy wished to conduct a full review of its prospect, onboarding and client journey to help enhance its client experience (CX) to a greater extent and strengthen client relationships, bring in more new work from an existing client base, and streamline or raise delivery where possible.

Tailored Solution: FWD Focus conducted a discovery session with the founder and director of the HR consultancy and developed tailored human+AI CX solutions considering existing and new applications.

Positive Outcomes: In less than six months, ROI and advancements were seen at different stages as well as internal gains amongst the team and improved use of organisation systems. Smaller-scale and incremental changes further shifted the consultancy's approach towards the way of working between the human element and AI in its processes and marketing.

Specific Results: The company **significantly increased client communications overall** by expanding channels and was **engaged regarding new work** without extra sales pitch conversations. **A 2.6 times higher response rate was achieved in the client check-in survey** after implementing FWD Focus's recommendations on the approach and making questions easier and faster to complete, allowing timely monitoring of the level of client experience to ensure client retention and the steady build up of more detailed quality data to inform decision-making and provide marketing-ready material. **Regular social posting solidified** to maintain higher visibility.

Internally, clearer team member roles evolved, and regular scheduled marketing meetings take place.

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About Jennifer Benedek

Jennifer Benedek specialises in advising organisations on holding a high Client Experience (CX) applying a human+AI mix to propel them forward for sustained success through happy clients and a competitive market advantage and reputation, increasing revenue, and keeping an elevated client retention rate.

She created the FWD Focus Human+AI Marketing Mix Summit held in early 2025 to promote discussions on leading teams and awareness of tech solutions and considerations in an AI world. Another strong focus for Jennifer is boosting professional personas and profiles backing the individual and their business direction.

Clients operate Australia-wide and globally. Jennifer has over 25 years of collective experience in marketing, market research, business development, sales, and operations across diverse industries such as global and mid-tier law firms and financial services, as a professional services provider and consultant, and member-based and not-for-profit organisations. She has held board-level roles & holds a BBus (Marketing).

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