



Case Study:

Bioniq's Retention Engine

Automated onboarding,
health scoring, and smart
support dashboards.



www.bioniq.com

bioniq

UK

Head
Quarter

2019

Founding
Year

75+

Employee
Count

\$3M+

Annual
Revenue

Founded in 2019, Bioniq is a health-tech company based in London, specialising in personalised supplements tailored to individual health needs. Leveraging a proprietary database of over 6 million biochemical data points, Bioniq's algorithm crafts unique formulas for each user, ensuring precise nutrient support based on personal health metrics.



Service Hub
Enterprise



Operations Hub
Enterprise

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A Word from Bioniq's Leadership

Who we are

Bioniq is a health-tech company specialising in personalised supplements, leveraging advanced data analytics to optimise individual health outcomes. They faced challenges in handling increasing customer interactions, optimising post-purchase processes, and ensuring seamless support tracking. Pixcell.io partnered with Bioniq to refine their HubSpot setup, enhancing efficiency, visibility, and overall customer experience.

Here, the Pixcell project team, including Implementation and Technical Consultants, along with a dedicated Customer Success Manager, share their experience working with Bioniq to enhance their support operations, automation, and customer engagement through HubSpot.



The Challenge

Bioniq has encountered 4 major operational challenges while scaling:

- 1. High Volume of Support Tickets:** Without a chatbot or FAQ system in place, the support team was overwhelmed by repetitive customer queries. Many went unanswered, leading to slower response times and increased pressure on the team.
 - 2. No Visibility into Customer Health:** There was no system in place to track customer satisfaction or identify churn risks, making it difficult to engage proactively or understand what drives retention.
 - 3. Disorganised Post-Purchase Communication:** Automation issues caused key post-purchase emails to be delayed, misrouted, or duplicated—impacting customer experience and retention.
 - 4. Limited Insight into Support Team Performance:** No central dashboard existed to monitor ticket volumes, response times, or agent performance, making it challenging to measure and improve support operations.
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The Solution

Reducing Tickets, Increasing Speed: The Chatbot Impact

- Designed and implemented a **structured chatbot system** to handle incoming customer queries, reducing unresolved tickets and improving first-response times.
 - **Visually mapped** the chatbot flow to define which queries triggered specific responses and actions, providing full transparency into its logic and decision-making.
 - **Aligned chatbot behaviour** with key customer support processes, ensuring a smooth handoff between automated and human support when needed.
 - **Incorporated team feedback** to continuously refine the chatbot experience, resulting in a more effective first line of support.
 - **Reduced manual workload** for agents by addressing common queries instantly and streamlining escalation for complex issues.
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The Solution

Real-time Health Scoring and Churn Prevention

- Designed and implemented a **process-driven customer health scoring system** to identify at-risk customers and enhance customer retention.
- Integrated **customer feedback** from post-purchase and support ticket surveys, using structured responses and custom properties to refine risk assessment.
- Developed a dynamic **scoring system** using dropdown selections and keyword-based triggers in workflows, allowing Bioniq to assess customer risk levels in real time.
- Created a **dedicated dashboard** that categorises customers as high or low risk, enabling the sales team to take proactive measures and improve engagement.





The Solution

Automation Reimagined: Clean, Clear, and Customer-Centric

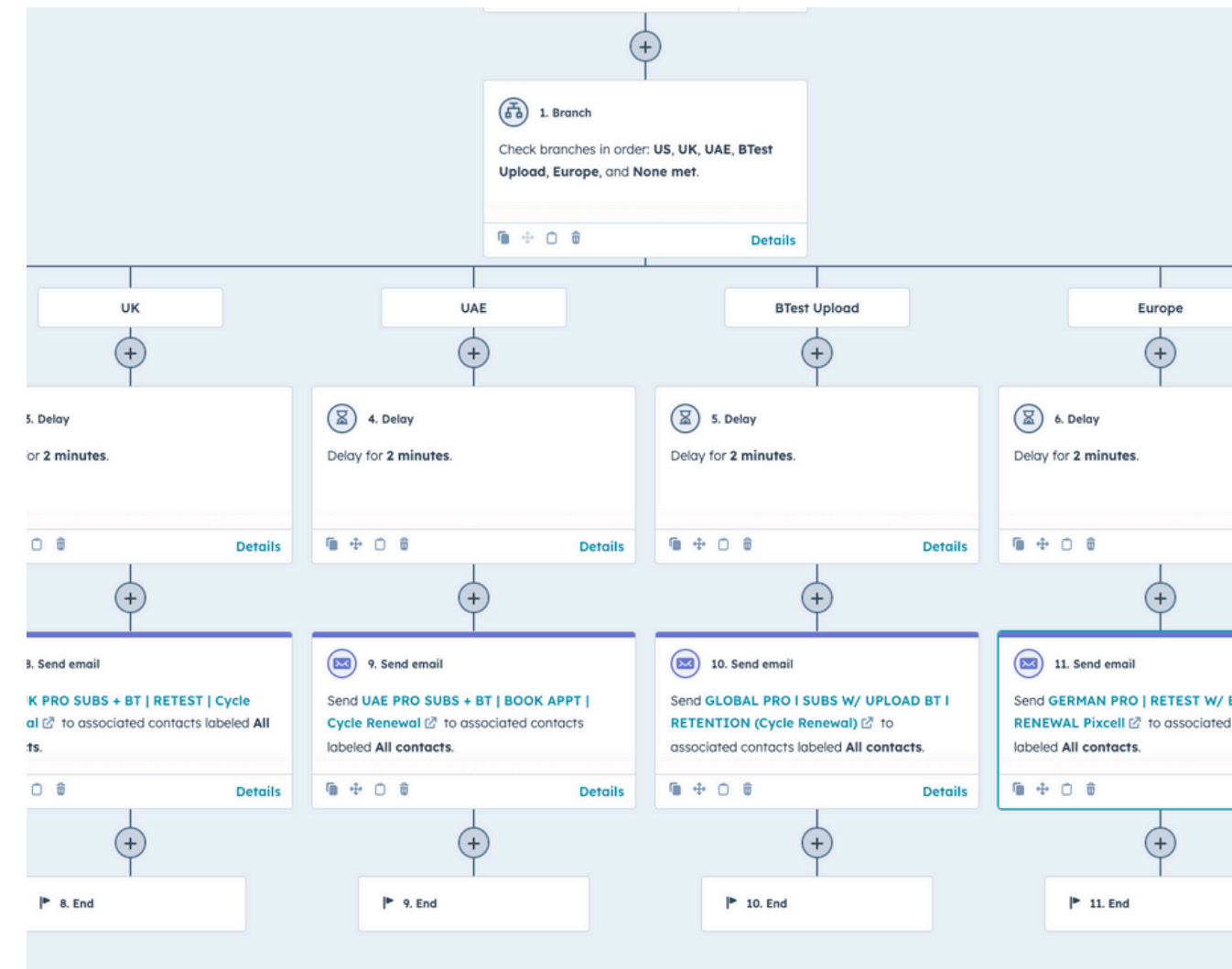
- Conducted a full review of HubSpot processes, **identifying inefficiencies** such as incorrect triggers, overlapping processes, and conflicting automations.
 - **Rebuilt processes** from the ground up to align with team operations, establishing clear automation logic and eliminating redundancies.
 - Ensured emails were delivered at the right stage of the customer journey, improving communication accuracy.
 - **Introduced conditional logic** to support region-specific workflows and localised customer experiences.
 - Refined the Shopify–HubSpot integration, **resolving workflow blockages** and enabling seamless post-purchase follow-up.
 - Collaborated with Bioniq’s internal team to align automation strategies with operational goals, improving efficiency and manageability.
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The Solution

Seamless Post-Purchase Processes

- **Audited** existing HubSpot processes, uncovering redundancies, errors, and conflicting automations that disrupted day-to-day operations.
- **Rebuilt processes** to align with team needs, ensuring accurate triggers and timely actions throughout the customer journey.
- Implemented region-specific automation logic to **personalise workflows** based on customer location.
- Refined the Shopify–HubSpot integration to **remove friction** and enable consistent, automated post-purchase communication.





The Solution

Enhanced Support Team Visibility

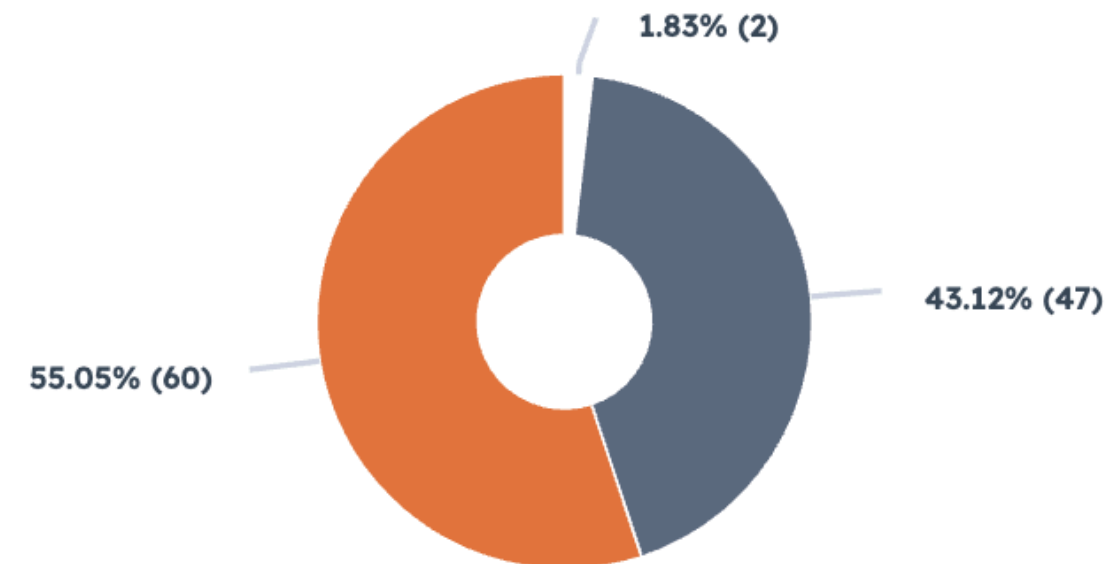
- Built a **Support Dashboard** in HubSpot, providing real-time visibility into support performance.
- Configured custom reports to **track ticket volume, sources, resolution rates, and response times**, ensuring data accuracy and accessibility.

Tickets Closed by Agents - Go Support Pipeline ⓘ

Egor Lysenko ● Mariam Moghnie

▲ 1/2 ▼

TOTAL COUNT OF tickets: 109





The Result

1. **Reduced Support Load:** Chatbot and automation deflected repetitive queries, lowering ticket volume and freeing the team to handle more complex cases.
 2. **Proactive Customer Retention:** A real-time churn risk dashboard enabled timely interventions with at-risk customers, leading to improved retention.
 3. **Faster, More Reliable Workflows:** Rebuilt automations eliminated errors and delays, ensuring accurate, on-time communications across the customer journey.
 4. **Comprehensive Support Visibility:** A custom dashboard now tracks ticket volume, resolution speed, and agent performance—enhancing responsiveness and overall support quality.
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Oliver Motisi
Chief Product Officer

Pixcell.io have been a delight to work alongside. They have made the effort to truly understand our business needs. Their collaborative and communicative approach has kept all those involved in sync and let to several successful improvements.



6+

Years of HubSpot Experience

10,000+

Hours of HubSpot Projects

50+

Global Customers

100%

Customer Satisfaction



 London, UK

Empowering your Business with HubSpot

Tailored CRM Consultancy, Seamless Integration!

HubSpot Gold Partner Consultancy specialising in sales and marketing operations, dedicated to building and enhancing your HubSpot experience.

Who we are