



Case Study: Centuria Natural Foods



Michael Brubeck is an entrepreneur and financial specialist who has spent nearly two decades building businesses in the pharmaceutical research and the legal cannabis industries. He's the CEO of Centuria Natural Foods, the largest cannabis manufacturer by gross tonnage in North America. Brubeck currently resides in Dallas.

Thanks for the time! What an accomplishment to be leading disruption and huge growth in the Cannabis Industry! How would you describe Centuria and its role in the industry right now?

At Centuria, we've continued processing, supplying, and innovating premium cannabis oil products for over a decade. Our mandate is to remain the highest-quality source of these products in North America and Europe and have a hand in producing products that change peoples' lives for the better.

Our role in the industry is to create premium CBD oil designed specifically for manufacturers and distributors sourcing the best-quality and most affordable cannabis oil on the market.

Loved your book Tipping the Scale! How would you describe your role at Centuria?

Thank you! I am the Founder and CEO of the company. Every additional hour I can dedicate to growing the company is priceless. That's why I sought out a service to essentially buy more hours for my life.

What are some of the benefits of working with UPLLevel? Specifically UPLLevel Front Desk?

Although the service itself is to outsource our Front Desk role which spans reception, contact management and intake, what UPLLevel actually sells is time, freedom, better effectiveness, ability to scale, focus on growing our company and revenue.

The transition was so successful I moved my entire C suite to UPLLevel Front Desk last year. The result has been hours of freedom, less interruption, more focus on driving results and growth. Everyone, especially myself, talks about the change to shifting our incoming calls to UPLLevel and what a relief it is to compartmentalize unscheduled calls into one or two periods each day.

How does working with UPLLevel compare to working with other third party support providers?

It definitely feels more like a partnership than a business arrangement. You guys are invested in our success, you treat our customers and our business like your own. I know that you as the owner and the team care about us and will go the extra mile. I never felt such ease working with another company, in that your UPLLevel team feels and functions like a division of my own company.

When do you think businesses or entrepreneurs should look at working with a company like UPLLevel?

Whenever a company wants to maximize their internal resource allocation and successfully focus on growing their core business. When market acquisition is critical, which is always, you need your people focused on growing market share, not learning or attempting to learn how to become a call center. I

don't know how to run a call center, and allocating resources to do so is a foolish investment if I can hire a more efficient solution at an identical *projected* cost, which we all know means we're going to save money.

Any distraction trying to become a call center is time and opportunity lost in your niche. Do not take your eye off the ball at exactly the wrong time – that only helps your competition. You need to find a solution to provide excellent customer care and contact management support at a minimum. Leave it to the customer care experts at UPLLevel and focus where you and your team are the experts. Don't get distracted.

How does working with UPLLevel work exactly? How does it fit into your broader customer experience and growth strategy?

For Front Desk services like reception, contact management and intake, we ported our lines over from Google voice, worked with UPLLevel on reception scripts, workflows and FAQ's. We customized reports and felt comfortable when our customers and contacts started telling us about the great surprise they had when professionals were answering our calls. We selected an email batch process for messages that require our attention, and we're experiencing much higher productivity with fewer interruptions. There's a process for urgent cases, and we've had zero complaints from our customers or contacts on the new process – all are pleasantly surprised and feel it's quite efficient.

They represent our brand and build relationships with our customers with warmth, professionalism, efficiency and charm – they save us time and give us great freedom – it took less than 48 (business) hours to set up and be bulletproof.

In addition to better coverage, we can now provide a mental refresh for the team as well, which is great.

Anytime you want to maximize your internal resources and stay focused on what you do well, you should consider outsourcing the complex, human resource heavy aspects that you know UPLLevel excels and wins awards at.



Turning conversations into...

- ✓ money
- ✓ loyalty
- ✓ satisfaction
- ✓ awareness

...while you focus on growing your business!



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