windsor telecom®

making technology easy and enjoyable

A scalable call management solution for a fast-growing online retailer.

When a business sees rapid growth, it can sometimes be challenging for the tech to keep up. This is what happened when one of our retail customers moved from being a spare bedroom business to a national online retailer – growing from 8,000 orders to 162,000 orders in just 12 months.

In December 2020 when calls peaked to around 750 a day, they realised that just two team members and a legacy phone system with no call visibility just wasn't going to cut it. Fast forward six months and they now have a new cloud phone system and contact management solution to set them up for continued success.

Taken by surprise
Growth hit fast and with a 5-star Trustpilot score to protect it was vital that every call was answered quickly and dealt with efficiently.

Time for change
It was clear that the current system and limited team couldn't provide the call handling or visibility they needed to provide the best customer experience.

Moving to Cloud Telephony
Switching to cloud telephony gave the growing team of 12 immediate visibility – wallboards showing call volumes, wait times and durations made an immediate impact.

Reduced call wait times
Having the visibility to understand their calls has enabled them to reduce call handling times by around 60%, helping more customers faster.

Adding in Call Manager Plus
Our contact management solution added another layer of insight with queue management, team scheduling and visibility of calls waiting – they could now clearly see every caller's experience.

Teams can work anywhere
And with a growing business comes a new warehouse and office. But it's not slowing them down as colleagues can now easily work from home as the new premises are being finalised.

A scalable future relationship
With cloud-based communications and contact management in place, our customer is now set for UK expansion, safe in the knowledge that together we've got their customer experience covered.

Get in touch to find out how we can help support your growth

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