

FIREBOX

Client Requirements

- Increased call centre capacity.
- Outsource all order calls.
- Additional support over Christmas.

Direct Response Solutions

- Bureau environment call centre.
- 24/7/365 operation.
- Integration of DR and Firebox systems.

Results

- Firebox are happy to outsource all order calls (approx. 23,000 mins' per month during Christmas rush)
- Improved customer service.
- Increased confidence in outsourcing
- Firebox have asked DR to help launch their brand in the USA

“ Firebox have said they are extremely happy with Direct Response services and that they would actively recommend DR to their own clients and contacts.

Head of Web Operations.