

# MOLTON BROWN

L O N D O N

## Client Requirements

- Needed a centralised call handling team to receive inbound calls from the UK, Europe, and Australia.
- Needed to improve call handling capacity to address the volume of missed and dropped calls.
- Needed the system to dovetail with existing sales and delivery processes.
- Needed the service to be flexible to deal with call spikes.

## Direct Response Solutions

- Deployed an out of hours and overflow bureau call handling resource.
- Training on nuances of different territories, calls provided to agents and contained within the script.
- Script integrated with Molton Brown's front end website for order capture.
- Weekly Management reports sent to key Molton Brown personnel.

## Results

- 40% increase in orders taken during Xmas 2012.
- Flexibility to deal with large spikes in call volume.
- Phone orders conformed to PCI compliance.
- Order and dispatch seamlessly integrated.

*"Direct Response have been a great help to Molton Brown particularly over the busy festive period.*

*Being able to have an additional sales resource that scales up and down is a huge benefit, especially at times when the call volumes are unpredictable."*

Head of Customer Service and Sales.