

PINK

THOMAS PINK
JERMYN STREET LONDON

Client Requirements

- Out of hours and overflow support for an internal call handling team.
- Needed a solution to support callers from the US.
- It was vital the call handling solution represented the brand adequately.
- Needed to free up internal resources from answering calls to focus on other activities.
- Vital that the sales manager received feedback on customer sales calls.

Direct Response Solutions

- Deployed an out of hours and overflow bureau call handling resource.
- Call script integrated with front end website to allow for orders to be processed onto it directly.
- Call recording deployed to assist with complaint resolution.
- Weekly MI reports and call activity sent to key personnel.

Results

- No missed calls.
- Better service offered for overseas markets.
- Assisted Thomas Pink in deploying its customer loyalty programme.
- Increased call handling capacity.

“Direct Response provide valuable support and have helped us to assist international customers around the clock.”

Web Operations Manager.