

# CASE STUDY

## VOICENATION HELPS WITH BUSINESS'S HIGH CALL VOLUME

Terry Franzen, President of Bricks 'R Us, an engraved bricks and tiles company, realized that his business was missing too many calls. At VoiceNation, we understand that missed calls can mean missed business. Whether it's leads calling or existing customers, business phone calls are too important to send to voicemail.

For Franzen, his business's call volume was more than could be handled by just one person.

"I've always realized we just get too many calls for one person, so it was best to have some kind of service," he said.

### THE NEED FOR SPEED

Franzen said Bricks 'R Us was using a smaller call answering service prior to VoiceNation.

"And they just weren't getting to the call quickly enough," he said.

VoiceNation answers every call in 2 to 3 rings, which is lower than the industry standard of 4 rings. VoiceNation understands that every caller wants to have their questions or issues addressed quickly, both in having the call answered and having their information collected. VoiceNation's autofill feature allows for

customer information fields to auto-populate for repeat callers, which saves time and frustration for the caller.

### FULL COVERAGE

Franzen also said his previous answering service only handled calls during business hours.

"And after hours went to a machine," he said. "So that was a plus when looking at [VoiceNation]."

VoiceNation prides itself in offering 24/7 service, including holidays. As a top-rated answering service, VoiceNation knows that modern business isn't conducted solely within a traditional 9-to-5 framework. Especially in the rise of e-commerce businesses, consumers always expect to have their questions and issues handled.

### COMPLEX SCRIPTING

VoiceNation offers custom scripting, but many of the VoiceNation accounts have complex scripting - which is a benefit of having award-winning, proprietary software. For the Bricks 'R Us account, Franzen said callers are transferred until they can speak to an employee on the phone. And detailed customer information is collected even before the transfer happens.

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With VoiceNation, it's easy to set up any type of account. Each client is given an onboarding assistant to help set up the account. Clients then have a dedicated account manager to make sure the account is running smoothly and successfully.

### SAVING TIME AND HEADACHES

Franzen estimated that VoiceNation has saved Bricks 'R Us from hiring at least one, or possibly two, full-time employees to answer the phone. And it also saves the company personnel plights.

"I didn't want to hire personnel and when the person is out sick [or on] vacation, you need to scramble to have other employees answer the phone," he said. "This had made life easier and nice not to worry about."

### LEARN HOW VOICENATION CAN HELP YOU

VoiceNation handles calls and accounts - from simple to complex - for thousands of clients. Our 24/7 live answering service means we've always got your business covered. Our professional, US-based operators will take messages, forward calls, schedule appointments and much more. Our affordable plans and pricing help skyrocket your business on a budget.

**Give us a call to learn more! 877.679.3777**  
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