

The logo for Customer Direct features a stylized blue and green icon on the left, resembling a person or a speech bubble. To its right, the words "Customer Direct" are written in a bold, sans-serif font, with "Customer" in blue and "Direct" in green. Below this, the words "Case Study" are written in a green, italicized serif font.

Customer Direct *Case Study*

Fathead explodes with Customer Direct

Background

Growth for any company is a tremendous feat. However, too much growth, too quickly can bring about growing pains. Fathead, a company that makes life-size wall graphics of sports icons, celebrities and other pop culture stars, fell into that trap.

The company grew exponentially after its national advertising campaign struck a chord across North America. Fathead became so popular that the company's phone lines were constantly backed-up with order inquiries, and it soon began to lose orders with the phones at maximum capacity. With Christmas approaching, when call volume increases by more than 1,000%, Fathead needed to find assistance fast.

The Strategy

Fathead began researching call centers to outsource its substantial overflow order processing and after-hours calls. Customer Direct, an onshore, outsourcing call center known for superior customer service and providing expert services at minimal costs, was just what Fathead needed. Fathead and Customer Direct struck a partnership within a month.

Leading up to Christmas, Customer Direct handled the overflow and after-hours calls; however, it soon took on a more centralized role. Fathead's call volume significantly spikes around the holidays, so they gave Customer Direct more responsibility over the critical holiday season.

"We were in a bind for the upcoming holiday season," said Sam Szafranski, Team Captain at Fathead. "We knew our sales would increase substantially for about 2 months, and we did not want to lose anymore sales because our phone lines were jammed. Customer Direct really stepped up and played a huge role in making it a successful holiday season for us."

Customer Direct's proficiency and professionalism impressed Fathead so much that the outsourcing contact center was chosen to handle all telephone order processing outside of the busy holiday season.

“Fathead felt very comfortable with us,” said Rob Nolan, President/CEO for Customer Direct. “They knew we had an excellent response time for their calls and a great conversion rate of turning calls into sales. They were happy with us and decided to give us all of their phone order processing.”

The Results

The transition from part-time to fulltime order processing went very smoothly. Customer Direct coordinated a staff increase to keep up with the holiday demand. Fathead projected that season to be it’s biggest ever. The projection was confirmed when Fatheads call traffic skyrocketed by nearly 1,300% in December.

Starting in October, Customer Direct logged just 6,000 minutes of talk time from 1,100 calls. In December alone, it logged more than 75,000 minutes of talk time on 14,000 calls.

“Everything went wonderfully,” Nolan said. “It’s a nice transition for Fathead because it allowed them to focus on more marketing and sales initiatives. They have peace of mind because knowing that we are taking care of helping their customers in a prompt and professional manner.”