

THE GARAGE DOOR COMPANY

The Garage Door Company have branches nationwide, and like to run their business staff lean. This enables the business to run smoothly and maximise sales opportunities with fewer staff and without losing its focus on customer satisfaction.

THE CUSTOMER

The Garage Door Company are a Sheffield based company with 11 branches nationwide and over 50 years of experience of supplying Garage Doors throughout the UK.

THE CHALLENGE

The Garage Door Company were missing up to 70 sales calls every day. Incoming calls could not be redirected and went unanswered, or were put through to voicemail and therefore left to chance.

This did not meet up to the customer service standards the company wanted, and potentially meant they were losing business.



THE SOLUTION

Unify provided the Garage Door Company with a brand new phone system, inclusive of the MyCalls Management system and MPLS Network. With the system installed, staff at the different branches gained breathing space for meetings, staff training and could focus on customers visiting the showroom in person, as unanswered calls are now redirected to head office.

The company also took the step to lose their reliance on voicemail, preferring all calls to be answered in person during opening hours, therefore improving the service to the customer.

Call recording has also been used to benefit the company, with calls used in staff training to highlight good and bad examples of customer service. Recorded calls can also be used to reconfirm quoted prices or orders for stock. This helps to reduce mistakes made through

SYSTEM FEATURES



Monitor call volumes in real time.



Forecast staff requirement based on call history.



Reporting.



Secure.



See abandoned calls.



Call recording.

“We have been able to make a number of improvements to both customer service and staff management thanks to the new system. The ability to record and redirect calls has proved to be a valuable asset and we have been able to make good use of the data provided via MyCalls.”

Katie Mitchell, Marketing Manager

Trusted providers of bespoke solutions to support your business needs.