



Contact Center Support Services *Made Better*

CASE STUDY

Fathead

Overview

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 in 2007 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.

Strategy

Fathead began researching call centers to outsource its substantial overflow order processing and after-hours calls. It came across a Google advertisement for Customer Direct in early August 2007. 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 later that 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 2007 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 in 2008.

"Fathead felt very comfortable with us," said Charlie Noonan, Vice President of Sales and Marketing 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."

Results

The transition from part-time to fulltime order processing went very smoothly. Customer Direct coordinated a staff increase to keep up with the 2008 holiday demand. Fathead projected that season to be its biggest ever. The projection was confirmed when Fatheads call traffic skyrocketed by nearly 1,300% in December 2008.

Starting in October 2008, Customer Direct logged 6,000 minutes of talk time from 1,100 calls. In December 2008 alone, it logged more than 75,000 minutes of talk time on 14,000 calls.

"Everything went wonderfully," Noonan 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 they know we can handle all of their customer service needs."