



Featherlite

CASE STUDY: LIVE ANSWERING/ CUSTOMER SERVICE

“Customer service is a big factor in my decision making. VoiceNation was much more personable and attentive to my needs than any other solution provider that I looked at. You would never know VoiceNation is a big company when you experience the personalized attention that they deliver.”

— Pamela Novotny, Sales Administrator for Featherlite

The Business Challenge

Featherlite, a manufacturer of specialty trailers and luxury coaches, knew it was important to ensure that their customers could speak with a live representative at all times—even on the weekends. The problem was that when they ran a promotion, the switchboard could be overwhelmed. Pamela Novotny, sales administrator for Featherlite, wanted a guarantee that every one of Featherlite’s customers received the attention they deserved. And she wanted a vendor that provided her with the personalized service that she deserved.

The VoiceNation Complete Solution

Pamela analyzed and compared many vendors, and found that VoiceNation was most “personable.” She had confidence that they could deliver the right approach to meet her needs. VoiceNation immediately deployed their “Live Answering” service to protect Featherlite’s phone system. Live Answering would intercept calls from Friday evenings to Monday mornings. It would also respond automatically anytime the switchboard was overloaded—24 x 7.

Now, missed calls are immediately redirected to a trained VoiceNation representative. The representative professionally takes down the customer’s request and immediately sends out a notification email with the message to the right Featherlite employee.

The Results

- ✓ VoiceNation’s Live Answering service handles 50-60 calls on average every weekend.
- ✓ Featherlite is notified anytime a call drops off their switchboard—especially valuable when they are swamped with calls during a promotion.
- ✓ All notification emails are captured and sent to Pamela, giving her the ability to track call volumes and reconcile billing.
- ✓ Any and all issues are handled proactively by VoiceNation, exceeding Pamela’s customer service expectations.

About VoiceNation

VoiceNation is the connectivity specialist. We deliver voicemail, messaging, virtual PBX, Live Answering and communications infrastructure to keep companies connected with their customers and employees. VoiceNation also offers business continuity and disaster recovery telecommunications support so you can rely on your communications even during natural disaster or crisis.