

CASE STUDY

Featherlite wanted an answering service that could provide a excellent customer experience

Providing great customer experience is crucial for Featherlite, but not always a reality. The company needed help with answering calls, especially during promotions.

Featherlite, a specialty trailer manufacturer, was having difficulties managing overflow calls. While the company knew how important it was to answer customer calls, it wasn't always possible to handle a large call volume.

Pamela Novotny, sales administrator for Featherlite, knew that it a live answering service was the solution. The trouble was finding the right one. Novotny wanted an answering service that could provide an excellent customer experience to her as a client.

After comparing many different live answering services, Novotny landed on VoiceNation, which she said was the most personable. She scheduled VoiceNation to answer calls from Friday evening to Monday morning and would handle her overflow calls 24/7.

VoiceNation's highly trained, US-based operators answered the overflow calls, ensuring that no calls are sent to voicemail. Instead, a detailed message is taken by the operator and sent immediately to Featherlite.

VoiceNation has all the live answering benefits at the most affordable cost. See how we can help your business by creating the best customer experience possible.

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“Customer service is a big factor in my decision making,” Novotny said. “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.”

