



1926 Fruit Retailer Needed To Catch Up With the Times

Adding the Ability to Order by Phone Stimulates Need for Call Center

The Challenge:

The fruit retailer needed to adapt to the changing demands of their customers, and offer additional methods for customers to purchase their product. With only a few short months before their peak season, the company decided to publish a toll-free telephone number in their catalogs. They knew they would not be able to handle the additional workload and expertise that comes with running a full-blown call center especially during their six-week peak season which accounts for 80% of their total annual sales. The retailer knew they would need to partner with a reputable call center to assist them in fielding the calls and processing orders on a daily basis; all while maintaining superior customer service and the reputation of their brand. With no historical call data, and no experience outsourcing with a call center, the retailer was headed into uncharted waters and desperately seeking the help of a partner to assist them in their growing business needs.

The Solution:

Five Star Call Centers partnered with the retailer to develop a customized order entry system that includes the creation of daily order files which are provided to the company on a daily basis to fulfill the phone order requests. This system not only allows for the most efficient entry, tracking and fulfillment of orders, but also provides the client with valuable call and sales data that they never had access to before. FSCC provides a shared-agent model which allows the company to manage its costs by fielding the calls in-house during their slow season, and partnering with FSCC to expand their call center capabilities during their peak season, without the time or financial burdens of staffing seasonally. Five Star Call Centers is able to offer not only its state-of-the-art facilities, technology, and expertise, but its ability to ramp up for seasonal traffic. FSCC maintains a valuable pool of customer service agents that allows us to expand our staff overnight, to account for double, even triple call volumes.

The Results:

The solution was exactly what the retailer needed to move forward and grow its business. The partnership with FSCC allowed them to take its business and customer service initiatives to a new level, while gaining the ability to track, manage, and maintain call and sales data. The partnership has been a screaming success for over 14 years. Phone orders now account for 64% of their business, allowing for a more efficient fulfillment, and tracking process. In the most recent year FSCC ramped up to handle and support the business needs during peak season by bringing on 65 new agents and handling 4,500 calls per day over a six-week window of time. The typical call volume during the slow season is around 0- 25 calls per day—this showcases the extreme measures that FSCC goes through to ramp up its resources and capabilities to guarantee a successful peak season for our partner.

As stated by our partners own internal customer service team member,

“We enjoy our continued partnership with FSCC as a result of the following,

- 1.) *The ability to create a system for the company which allows quick adaptations to meet the company’s ever-changing demands*
- 2.) *The ability to hire and train a large number of employees each year for a very busy season which lasts only a short time*
- 3.) *The ability to take orders with minimal support from the company and process orders promptly for fulfillment*
- 4.) *Provide the company with support and suggested solutions to day to day business issues.”*