



Case Study

Fox Creek Leather



Vocalocity PBX Enables Small Business to Deliver Personal, Responsive Customer Service.

CHALLENGE:

Provide a cost-effective, high-quality, and feature-rich alternative to a constrained traditional phone system and under-performing, in-house VoIP solution.

SOLUTION:

VocalocityPBX, a hosted PBX office phone solution.

BENEFITS:

Connects customers to employees in the most expedient, customer-friendly way, with direct lines for callbacks, voice mail, and on-hold music

Enables cost-effective business growth, including both staff and call volume increases, without any hassle or decreases in customer responsiveness

Provides advanced features that improve employee productivity while enhancing the company's image with customers.



The Vocalocity Advantage

VALUE - COST SAVINGS:

With VocalocityPBX, Foxcreek gained quality and capabilities they needed in a phone service.

TECHNOLOGY -TOP FEATURES FOR FOX CREEK:

- Direct dial numbers
- Scalability to support growth
- Individual voicemail

CUSTOMER SUPPORT:

"Customer service was excellent, with Vocalocity helping every step of the way from the evaluation process through configuration and implementation."
Kevin Brooks.



"VocalocityPBX helps us maintain a personal, one-on-one relationship with our customers regardless of call volume. It's a good value with magnificent features, especially compared to traditional phone systems."

Kevin J. Brooks, Information Systems Technician, Fox Creek Leather

877-857-8847

CUSTOMER SERVICE IS THE CORNERSTONE OF 25 YEARS OF SUCCESS

Fox Creek Leather is a small, family-run company renowned for offering high-quality motorcycle leathers at reasonable prices. Located in the heart of the Blue Ridge Mountains in Virginia, the company prides itself not only on the excellent quality and craftsmanship of its products, but on its one-on-one, personal relationships with its customer base.

While the company's Web presence accounts for the majority of its sales, approximately one-third of its customers place orders by phone. The phone is also an important communications vehicle for the company in general, as it provides a more personal touch to customer relations than e-mail. Fox Creek Leather's firm commitment to excellent customer service seeks to ensure that customers reach a live person on the phone rather than a recording.

Unfortunately, the phone system the company had been using was a standard system from the local phone company with only four lines. This limited the number of calls that could be made at any one time, especially since one of the lines was dedicated to a fax machine. Fox Creek Leather needed a new, more sophisticated system that could cost-effectively enable the company to handle a greater call volume while ensuring a high-level of customer service.

TURNING TO VOIP

When Fox Creek Leather originally made the decision to use Voice over IP for its communications, it decided to host the system in-house, purchasing phones and setting up an internal server to support the new system. That solution didn't deliver the performance, features, or quality the company needed.

Convinced that VoIP was the technology the company needed, Kevin Brooks, Fox Creek Leather's Information Systems Technician, began searching for a hosted solution that leveraged the advantages

of the technology without the hassle of purchasing and maintaining expensive equipment. After researching several alternatives, he turned to Vocalocity for its willingness to help the company evaluate the VocalocityPBX hosted service using the existing phones Fox Creek Leather had purchased for its in-house VoIP system.

The evaluation was a success, with Fox Creek Leather signing up for the service and expanding their account soon after with more phones and extensions. "Customer service was excellent, with Vocalocity helping every step of the way from the evaluation process through configuration and implementation," said Brooks.

VOCALOCITY PBX ENABLES A HIGH LEVEL OF CUSTOMER SERVICE

Fox Creek Leather has found the VocalocityPBX solution to be much easier to use, better structured, and more organized than a traditional phone system. And the advanced features, flexibility, and performance of VocalocityPBX have enabled Fox Creek Leather to further improve its trademark personal and attentive customer service. Each employee now has a direct line, a separate extension, and voicemail, making it easier for customers to reach a specific person.

"Now, if a customer is working with an employee, they can call that person back directly on their extension without having to go through our customer service department first," reports Brooks. "It supports our superior customer service philosophy."

READY FOR FUTURE CALL VOLUME, AND COMPANY GROWTH

With its recent move to a new facility, Fox Creek Leather has more room to grow. Its new phone system from Vocalocity will enable it add more staff and accommodate a higher call volume easily and cost-effectively.



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