FREECLIMB

Major U.S. Retailer automated +70% of calls with FreeClimb

A NATURAL VOICE SOLUTION AUTOMATED HIGH CALL VOLUMES ACROSS 250+ STORES

OVERVIEW

A leading U.S. retailer handled millions of calls placed annually to its 250+ locations. In selecting a technology partner, they turned to FreeClimb's voice expertise and advanced intelligent call routing capabilities. Together, they implemented a sophisticated call routing solution that dramatically reduced call handling costs, minimized telecom expenses, and enhanced the overall customer experience.

CHALLENGE

The retailer faced managing millions of incoming calls each year, both efficiently and cost-effectively. With thousands of items across 40+ departments in each store, routing calls to the right department was increasingly difficult, especially during peak seasons and holidays when call volumes surged. The need was clear: a centralized, scalable solution that would drive automation, reduce costs, and streamline the customer experience.

SPECIFIC CONCERNS



Customer call volume spikes



Inconsistent service quality



In-store employees overwhelmed by calls

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SOLUTION

The retailer partnered with FreeClimb to implement an innovative call management system. This solution featured a natural voice interface that guided callers to select their desired department or service. Powered by dynamic routing logic, the system intelligently directs calls to the appropriate destination—whether it's a centralized call center, a self-service option, or a specific store department.

The solution also converted calls from PSTN to VoIP using Session Initiation Protocol (SIP/RTP), allowing the retailer to maintain local phone numbers without the need for expensive 1-800 numbers. This approach not only streamlined operations but also facilitated rapid deployment across all store locations, cutting down on both time and agent handling costs. Callers dial their local store numbers as normal, unaware of the system's seamless operation in the background.

IMPACT

By automating over 70% of all incoming calls, eliminating the costs associated with legacy PSTN network, and enhancing the efficiency of call handling, the retailer saw an increase in in-store revenue and improved customer satisfaction. This innovative solution not only met current customer demands but also positioned the retailer for future growth in an increasingly competitive market.



Over 70% of incoming calls successfully routed



Reduced deployment and maintenance costs



Elimination of costly 1-800 numbers and legacy PSTN networks

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