



Case Study

SELECTCOM

SelectCom helps Flowers by the Dozen Keep the Orders Flowing In.

Flowers By The Dozen is a floral shop which is known for their unique European hand-tied bouquets, high-quality plants, and floral arrangements for any occasion. In addition to a brick-and-mortar shop, Flowers By The Dozen has a successful online store that offers quick and easy delivery all around the Greater Toronto Area.

Flowers By The Dozen had challenges in managing high call volumes and as a result, they experienced inefficient client relationship management. Setting up a cloud phone system improved customer communication and satisfaction immensely.

CHALLENGE

Managing high call volumes during peak periods, experiencing inefficient client relationship management as a result.

SOLUTION

Implementing a cost effective cloud telephony solution that makes managing high call volumes easier.

- >Location independence
- >Take calls from anywhere
- >Balance calls between locations
- >Record calls for training
- >Respond to voicemails faster
- >Lower cost of ownership

Like many flower shops, Flowers By The Dozen gets flooded with calls around the holidays. When Valentines day hits, last minute shoppers are hitting not only their online store but their phone line with special requests for that perfect someone.

Flowers By The Dozen had been experiencing tremendous growth as it scaled locations and built a significant online presence. Attending to all of their customers with the level of service they've come to expect had become more difficult as they grew.

Having outgrown their existing analog phone system, they looked for a new system that would provide them with better ways of managing their calls. To handle increasing volumes of customer requests more efficiently they decided to switch to a cost effective cloud telephony solution by SelectCom.

Setting up a cloud phone system improved their customer

relationships in a number of ways. First, the cloud phone system connected all of their staff members on the same platform regardless of the location they were at. With everyone on the same platform, anyone in the company can answer and transfer a high volume of calls coming into their toll-free line. This allowed them to balance their calls between locations to ensure that more calls were answered in a timely manner.

Additionally, switching to cloud telephony allowed Flowers By The Dozen to be more portable as well as location independent. The flower shop employees can take and make calls from any location and any device as long they have an internet connection. As such, the store is always available over the phone, even when they are setting up a market away from their physical shop which they do frequently.

The new system came with the ability to put calls on hold, transfer them between

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locations, record the calls, and take voicemails as emails. These features make them more efficient at handling calls, provide training opportunities for new staff, and allows them to respond more quickly to order requests that have come in through voicemail.

The change to a cloud phone system also provided an opportunity to better manage telecom costs. With a SelectCom cloud solution, Flowers By The Dozen eliminated the need to buy, maintain, and update costly traditional phone system hardware. In the long run it saved the business a significant

amount of time and money.

“We have used SelectCom for many years for our analog telephones and we’ve been really pleased with their services. So when we decided to go for cloud telephones, SelectCom was our first choice.”

“The phone systems by SelectCom are great and so is their support. We strongly recommend.”

“The new cloud system is working very well for us. It is less expensive than our previous analog phones, and it allows us to deal with a bigger amount of calls more efficiently. We can also answer the phones even when we are away from our physical store, which is very convenient since we are often attending fairs and markets.”

Steve Castagner, Owner of “Flowers by the Dozen”

BENEFIT

Flowers By The Dozen is able to handle more calls, manage them more efficiently and keep their customers happy, which is improving their customer satisfaction as well as their overall order conversion rate, boosting their business revenue.

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Flowers By The Dozen is a CFIB Member.

Learn more about how you can boost your business with a cloud phone system at www.selectcom.ca/cloud

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