

# How New York's Payless Furniture Improved the Customer Experience with Call-Backs



## About

Payless Furniture processes over 5,000 furniture deliveries per month across the United States. Since its inception in 2012, its company mission has been to provide affordable, quality furniture and delivery service, while maintaining high standards of customer support.

Its busy New York-based call center assists customers with inquiries related to sales, claims, and general customer service issues.

## Problem

Payless Furniture's Brooklyn-based call center is bolstered by 10 customer service representatives. Payless agents manage inquiries related to purchases, sales, claims, deliveries, and general customer service questions. This means that they often experience steep increases in call volume, which can create a drastic surge in customer hold times during those periods.

As a result, abandon rates, frustrated customers, and strained resources were becoming causes for concern.

## Solution

Putting on their research hats, Payless began exploring best practices for optimizing customer service with their contact center infrastructure, and decided to make Fonolo's call-back option a part of its call center solutions.

Payless incorporated call-back technology into its existing customer service operations with ease. Now, instead of being placed on hold, members are given the option to simply "press 1 for a call-back". Fonolo holds their place in line until the next Payless agent is available to serve them. Agents are then notified by a customized Fonolo message that a customer is on the line for them.

### Customer

Payless Furniture

### Industry

Retail

### ROI

Improved peaks in call volume

Reduced abandon rates

Reduced dropped inbound calls



"Fonolo offered us quick and easy integration that was compatible with our existing phone servers.

Garon, Fonolo's Director of Customer Success, was great to deal with and had us up and running within hours."

- Jeffrey Gadeloff, Chief Executive Officer,  
Payless Furniture

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## Results

After incorporating Fonolo's call-back solution into its existing infrastructure and quickly training its agents on the software, Payless experienced a considerable reduction in abandon rates.

By offering a call-back solution, customer service representatives are now better equipped to manage high call volume and diverse customer inquiries in a more efficient way. Payless noted that, with the call-back option, customers are less agitated, and abandon rates and dropped calls are things of the past.

The result is a win for the customer, a win for the call center, and a home run for the Payless enterprise.

*"Fonolo's call-back service is so easy to use, our agents were trained on it in under two minutes."*

*- Jeffrey Gadeloff, Chief Executive Officer,  
Payless Furniture*



## About Fonolo

Fonolo, the leader in cloud-based call-back solutions, has revolutionized the way contact centers interact with customers through web, mobile, and voice. The company's patented call-back technology empowers customers with an innovative alternative to waiting on hold. Fonolo's award-winning solutions are trusted by a growing list of call centers who aim to enhance the customer experience. From Fortune 500 companies to SMBs, Fonolo is valued by customers for its scalability, expertise, and proven ROI.

Visit [fonolo.com](http://fonolo.com) to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.