



## CASE STUDY: Customer Service/Tech Support in Retail

### Customer objectives

Ring hired AnswerNet in 2016 to support its expanding inbound call volume, solve technical issues and provide additional customer service.

### About Ring

Ring is regarded as a leader and innovator in the video doorbell industry and is well-known for its top-of-the-line home and business surveillance and security products for people with an “on-the-go” lifestyle.

### The challenges

Ring projected rapid business growth and expected a large uptick in callers with questions about their products and services. However, it did not have the space or staff to effectively respond to these inquiries. Ring needed added manpower from a high-volume, experienced call center who had the capacity – and the know-how – to fill this vacuum.

### The solution

Ring engaged AnswerNet for its call center expertise, professional and courteous agents, flexibility to add staff as needed, and ease of assimilation into Ring’s current technology platform and culture.

### The results

AnswerNet’s responsive and professional customer service agents were able to emulate Ring’s very own. To keep up with caller demand, AnswerNet added over 100 agents to assist Ring in its overall goal to stay responsive to customers while maintaining its exceptional reputation as one of the top retailers of home security technologies.

*“We never feel like AnswerNet is a BPO or separate company from us. Instead, we consider them to be among one of our many trusted call centers.”*

**- Ring Executive**



**a**answerNet

[www.answer.net](http://www.answer.net)