

■ Client Case Study ■

ZOOM ANSWER CALL

Zoom Answer Call provides flexible and friendly call answering services to small and medium businesses across the UK. With a reputation for friendliness and willingness to flex to suit the customer, Chella Heyes has grown the business to employ a loyal staff of 15 serving over 250 customers.

Long Hours & Short Holidays

As the business grew, Chella found herself needing to work long hours to keep on top of things. With working days regularly up to 12 hours or more, she was seeing little of her young family and her motivation for business was beginning to fade.

Customers who had issues would only speak to Chella, not her staff, and whenever she took a holiday, she would find herself worrying about business, or on the phone sorting out problems.

A Better Business & More Work/Life Balance

Chella met Lee through a mutual friend in December 2006. She'd actually met a few business coaches previously but had not believed they could help her. Because her friend insisted that Lee was different to the other coaches she had met, Chella agreed to chat and brainstorm a few ideas to improve her business.



After this meeting, Chella was keen to set to work with Lee on changing Zoom Answer Call into the business she knew it could be. Here are some of the changes that came from the coaching programme

- Improved sales & marketing that delivers 10-20 new customers per month
- Increased operational efficiency by 50%, slashing the per-customer cost
- Management best practices that allow Chella to work just 6 hours per day
- Systems for staff induction reduced training from 3 weeks to 3 days

In Chella's Own Words

"I met Lee Duncan in 2006 and I started coaching with him shortly after. Lee helped me to achieve in 2 years, what I had been trying to achieve for 6 years.

In 2 years, Lee helped me to double my turnover, motivate my staff, and work half the hours I used to. " Chella Heyes