

Case Study: Hyped Marketing

About Hyped Marketing

Hyped Marketing, an award-winning digital marketing agency from the United Kingdom, is a small-scale marketing powerhouse of around 20 employees. Their proficiency extends across the spectrum of digital marketing, handling everything from copywriting and design to web development and account management.

ChorusCX played an instrumental role in their successful transition to direct routing software via Microsoft Teams, leading to improved communication and productivity within their team.

Navigating the Remote-Work Transition

While Hyped Marketing maintained physical office space in Farnham at one point, most employees now work remotely from home on a regular basis. Prior to March 2020, the company was entirely office-based, with calls and communications confined to occurring on-site. For this reason, the shift to remote work is a significant change in their operational dynamics.

Upon the shift to remote working, Hyped Marketing made an effort to adapt to the new normal swiftly. This meant transitioning from their old setup, which mostly consisted of desk phones or routing phone calls to personal devices via VoIP if needed.

Neither of these options was feasible for Hyped Marketing, and their existing VoIP system was not able to support remote work. The system forced employees to download an app on their personal phones so they could field routed calls—even going so far as requiring employees to give out their phone numbers.



20
Employees



Implementation
within minutes



100%
Remote setup

Business Communication Challenges Solved by ChorusCX

At this point, Hyped Marketing made the switch to Microsoft Teams to manage daily activities and file storage. However, Hyped Marketing quickly found that this integration into their daily operations intensified the challenge of managing multiple communication platforms.

As calls were increasingly missed and transferring callers to the appropriate team members became more cumbersome, it was clear that a streamlined solution was necessary. With the help of ChorusCX MS Teams Direct Routing Solution, the marketing agency gained the clarity and efficiency they needed to handle communications effectively.

Hyped Marketing's Transformation with ChorusCX

ChorusCX's Direct Routing solution's integration with Microsoft Teams has greatly simplified call management, providing a unified interface for efficient internal and external communications.

In turn, Hyped Marketing gained numerous advantages, including:

- › **Easier Calling:** The solution has streamlined the calling process, making everyday communications much more manageable.
- › **Simple Call Transfers:** Transferring calls between team members is now straightforward, enhancing collaboration and responsiveness.
- › **Dial Pad Functionality:** Outbound calls can be made directly from computers, simplifying the calling process further.
- › **Time Saving:** The Direct Routing solution's simplicity saves valuable time for staff, allowing for quicker responses to incoming calls.
- › **Enhanced Customer Satisfaction:** With efficient call handling, customers experience shorter wait times and are connected to the right person swiftly, boosting overall satisfaction.
- › **Increased Lead Conversion:** The improved communication process enables the team to manage and capture more new leads effectively.
- › **Streamlined Management Oversight:** Directors gain greater visibility and flexibility, enabling them to oversee operations more effectively and make informed decisions.

Does Hyped Marketing Recommend ChorusCX?

Hyped Marketing has spoken highly of ChorusCX's Direct Routing solution. The integration of Microsoft Teams with ChorusCX's solution not only enhanced internal communication but also simplified file-sharing and storing procedures. As a result, overall productivity rose, customer communication improved, sales increased, and costs were saved. Hyped Marketing's positive experience serves as a testament to the effectiveness of ChorusCX's innovative solutions.

"I love the way the user interface gives me a flowchart that I can easily change to keep up with the company's needs. I can add people to the first responders, include new starters, and change times and dates for answerphone messages to kick in."

Andrew Johnson
Creative Director, Hyped Marketing

Key Features



Easy-to-use file sharing



Dial-pad functionality



Single-interface



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the Upgrade to
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E : sales@ChorusCX.com

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