

Case Study

Toronto Tees rescues  
15-20% of their lost  
leads thanks to  
Lead Center



Toronto Tees, a custom t-shirt printing business with two locations in (you guessed it) Toronto, ON, has been selling shirts for 17 years.

While most of their team works from one of two retail stores, the bulk of their business comes from their website and phone calls to their customer support line. Joe Taylor, the owner, estimates about 95% of their orders now come through online, as opposed to 50% around half a decade ago.

## The Problem

These online and phone orders need to be fulfilled by team members who are also juggling the responsibilities of operating a brick-and-mortar store. When they're busy talking to a customer, they can't take incoming calls, and vice versa.

Because the team simply didn't have the bandwidth to help every single caller, they designated one person, Kyle Pullin, to be the principal customer service contact. He estimates he receives about 100 calls per day, with more around gift-giving holidays.

"When I started, all calls were forwarded to my cell phone. I had to pick up the phone and say 'Toronto Tees!' even when it was maybe my aunt or cousin calling to wish me a Merry Christmas," according to Kyle.

"We had multiple Vonage phones, multiple cell phones, and nothing worked together."

For owner Joe, the pain was a little more existential. "Especially with COVID, staffing has been a nightmare. I don't always have somebody 24/7 who can pick up a phone call.

### JOE

"Before CallRail, we were using really outdated technology. We had multiple Vonage phones, multiple cell phones, and nothing worked together. We did not have a text messaging solution, so if people wanted to text message us, they could not. If I look back at what we were doing two years ago, it's actually a little embarrassing."

“It’s great to have all these calls come to me in a single spot, and then be able to transfer them to the stores for order fulfillment.”

## The Solution

### JOE

After implementing CallRail’s Lead Center as their business communications solution, Joe quickly found one of his favorite CallRail features.

“The best thing CallRail has done for us is — if you call my business outside of our hours or there’s a line in the store and no one can get to the call, we have it set up to send a follow-up text message. So it says, ‘Hey, we’re really sorry we missed your call. We’d love to get in touch today.’ And the amount of people that reply to that text or call back later is huge.

“We’ve saved so many leads from that one little feature.”

### KYLE

Kyle, who’s tasked with taking calls and routing orders to the stores for printing, is a power user of the Lead Center mobile app:

“Having the Lead Center app on my phone is crucial. I’m on it pretty much nonstop until Sunday.

“It’s great to have all these calls come to me in a single spot, and then be able to transfer them to the stores for order fulfillment.”

# The Result

## JOE

Joe estimates his business converts about 10% more of their leads since implementing Lead Center,

“Which is actually a huge number for us, and could be in the 15-20% range around December. During some months, it could be the difference between profitability and losing money.”

## KYLE

Kyle, on the other hand, is pleased to be able to take calls from his family without saying “Toronto Tees!”

“It could be the difference between profitability and losing money.”

To learn more about Lead Center for your business, request a demo or sign up for a free, 14-day trial.

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