



CASE STUDY



SCALING FROM 50 TO 500 CALLS: HOW OPERATIONAL EFFICIENCY FUELED GLOBAL GROWTH & EXPANSION

Company Overview

Global Answer 24/7 began as a dynamic answering service, catering to a diverse clientele—from hotels and home services to legal, health, and consultancy sectors. In its early days, the business relied on a combination of different platforms. While this setup provided a starting point, it also demanded that the owner personally manage outdated software and even rent his own servers. With so many strategic priorities, he had better things to do than juggle an antiquated, burdensome system.

CHALLENGES

Operational Overhead

Constant attention was required to maintain the software and underlying infrastructure.

Inefficient Reporting & Billing

The existing solution lacked the detailed reporting and flexible billing increments needed to manage an increasing volume of calls.

Inability to Scale

Expanding the client base was challenging due to the system's inability to grow beyond a certain threshold.

APPROACH

Collaborative Development

Worked closely with Fox TAS team to create an intuitive admin and client portal with features tailored to their needs.

Managed Infrastructure

Transitioned to a fully managed solution, eliminating the need to maintain underlying systems.

Global Expansion

Leveraged scalable features to expand into markets such as Australia, the Philippines, the UK, the USA, and Indonesia while integrating AI capabilities.

KEY QUOTE

"Switching to Fox has freed us to focus on growth and innovation, instead of being bogged down by outdated systems."

-Bryce Walsh, 24/7 Global Answer



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LESSONS LEARNED

Upgrading from a legacy system to a modern, scalable solution significantly reduces operational burdens and opens doors to international expansion. Investing in robust technology is essential for both immediate efficiency and long-term growth.

DATA INSIGHTS

Call Volume Growth

Increased from a 50 calls per day to 500 calls per day during peak times.

Market Expansion

Expansion into five international markets increased their client base and service reach.

Billing Efficiencies

Adding the ability to calculate minutes and add rounding options ensured accurate billing.

SCHEDULE A DEMO

Discover how Fox TAS can bring your telephone answering service business to the next level. Contact us to today for a free demo and consultation.

RESULTS

Reduced Operational Burden

The shift to Fox TAS drastically reduced the time and effort spent on system maintenance.

Improved Call Handling

The upgraded system efficiently managed high call volumes with enhanced call routing and faster response times.

Streamlined Financial Processes:

Detailed reporting and flexible billing increments streamlined the overall financial management of the business for maximum profits.

AI Company Launched

Leveraging Fox TAS's scalability and efficiency, Global Answer 24/7 expanded its global footprint and introduced First Point AI, a cutting-edge voice AI solution for businesses.

CONCLUSION

Global Answer 24/7's switch to Fox TAS led directly to scale and innovation, paving the way for international growth and the launch of First Point AI—a voice AI solution for businesses. It resulted in enhanced call handling, financial processes, and enabled the owner to spend time on growth instead of overhead. This case study shows that embracing advanced technology can drive innovation and open new market opportunities.



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