

# From Cost Center to Growth Engine

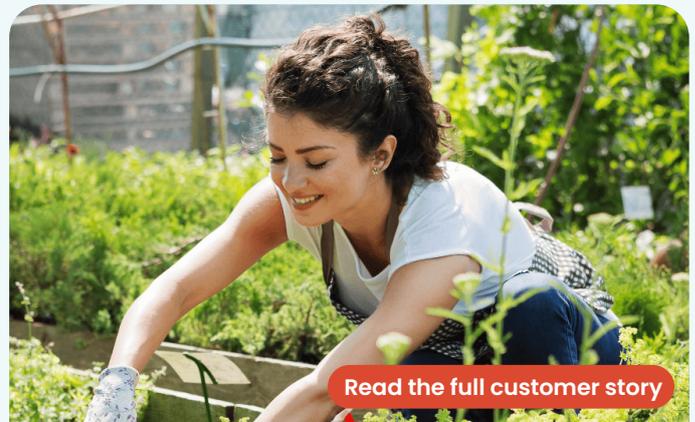


## Ratioparts Drives Revenue with babelforce's Integrated Telephony

Ratioparts, a leading distributor of outdoor equipment parts, needed a contact center solution that could handle seasonal peaks, improve customer experience, and unlock new revenue streams. With babelforce, they found a reliable, integrated platform that empowers agents – and boosts profitability.

### The Challenge: Peaks, Pressure, and Lost Potential

With up to 800 customer requests a day during peak season, Ratioparts' old phone system couldn't keep up. Dropped calls, limited queuing, and poor visibility across teams created frustration for agents – and friction for customers. Plus, agents had no time for proactive outreach.



ratioparts



### The Solution: Automation and Integration That Scales

babelforce replaced Ratioparts' unstable telephony with a fully integrated, Zendesk-connected platform. Agents gained full context in real time, while outbound automation unlocked new commercial opportunities – all without sacrificing service quality or flexibility.

- ✓ €25k+ daily revenue potential from outbound calling
- ✓ 6x increase in outbound dialling efficiency
- ✓ Reliable Zendesk integration with ticketing during live calls
- ✓ Easy routing and reporting during high-volume peaks

*"Our dream is to change customer service from a cost center to a profit center. With babelforce, that dream is finally within reach."*

Customer Service Manager

### The Results: Happier Agents, Smoother Service, Smarter Growth

With babelforce, Ratioparts streamlined CX operations and freed their team to focus on higher-value work. The result? Better KPIs, happier customers, and a team ready to scale outbound sales without stress.

-  Fewer abandoned calls and complaint escalations
-  Greater agent efficiency and satisfaction
-  Impressive increase in profitable outbound
-  Ongoing innovation through self-managed, adaptable workflows

Ratioparts now delivers smoother service – and drives revenue from the same seat – thanks to a platform that works the way they do.