
Case Study: **Combat Paintball**



OpenContact were chosen by Combat Paintball to create a tailored Virtual Receptionist service to ensure complete accessibility for all of their customers and increase their sales.

Industry sector

Leisure
Activities

Client Objectives

To never miss a potential customer booking or customer service call, in order to increase sales and improve customer satisfaction.

“We moved our business to OpenContact as we were unhappy with the service given by another provider of a Virtual Receptionist service.”

“OpenContact have given us a good reliable service and are an asset to our business.”

James Lambert,
Managing Director,
Combat Paintball

Combat Paintball

Combat Paintball, in association with the Forestry Commission, offer two exciting and well organised paintball venues in the idyllic surroundings of Thetford Forest, Norfolk / Suffolk. They offer a variety of activities and game modes, including ‘Zombie Paintball’. These are all supervised by experienced, professional safety marshals.

The Challenge

Customer satisfaction has always been one of Combat Paintball's top priorities, it being conducive to their desire to create a loyal customer base in order to ensure repeat business.

Due to the nature of paintballing and the forest locations, the venue management were not always available to take calls from potential customers or those who had already booked. The concern was simple: missed calls might mean lost bookings, or be bookings that needed amending. Voicemail was not an option - taking too long to return calls could leave customers feeling both unhappy and frustrated.

The Result

OpenContact solved Combat Paintball's dilemma with a simple and efficient solution. The Virtual Receptionist service provided is a highly **cost-effective** means of **increasing customer satisfaction** and **preventing lost business**.

OpenContact also provide inbound and outbound customer contact and fulfilment services to a wide variety of organisations. They have a fully web-enabled technical set-up and are equipped to provide customer service over the phone or by email, web, fax and post.

The Solution

Combat Paintball chose OpenContact, who provided a **Virtual Receptionist service** as a solution. The service works on the basis that any calls to Combat Paintball's booking line not answered promptly by Combat Paintball themselves automatically divert to OpenContact.

OpenContact answer all of these calls with live operators, who are able to provide callers with information about the paintballing experience.

When necessary, the operators can also forward calls to Combat Paintball's management. If there is nobody available, the agent will take the caller's message, contact details and instantly forward both through email and SMS.

OpenContact provide Combat Paintball with the **consistent and reliable service** that they require. All customer calls are answered by real agents representing the Combat Paintball brand, and bookings that need to be taken or amended are instantly dealt with.