



FLG

**Customer success story:
How our Aircall
integration helps
Earcandy build better
customer relationships**

Following our integration with Aircall's phone system, we caught up with our mutual customer Earcandy to see how they're finding it and how it's helping them do business.

We spoke to Ben Rogers, Founder and Director of the live music agency to hear all about how they're using Aircall alongside FLG to build better relationships with their customers.

Customer profile:

Company name: Earcandy

Business type: Live music entertainment

Agents using FLG: 8

FLG customer since: 2011



Interview

Thanks for taking the time for this interview, Ben. It's been a couple of months since you started using Aircall – what are your first impressions?

No problem. Well done on the Aircall integration – FLG has done a great job selecting a fantastic telephony service to partner with and it's such a breeze to use! We're very happy with it and it's making a real difference to the way we communicate with our customers.

Did you use a different telephony service before Aircall?

Yes, we were using a dialler from one of the larger providers which we're now migrating away from. It isn't particularly nimble and it's not integrated with FLG, so it's not as easy to use as Aircall.

Plus, they weren't able to support us in the same way that Aircall can because they're dealing with so many customers. Aircall shares similar values with FLG – you're both smaller businesses and have a more personal customer approach, which is something we really value.

So how is the Aircall integration helping you do business?

It's great – it has a few nifty tricks, it's intuitive and it's easy to use.

When a customer calls us, it's important for us to know who they are straight away and see the details of their event requirements.

Using Aircall, we can instantly see who's calling thanks to the screen-pop feature for inbound calls. It shows us key customer details and there's a direct link to the lead in FLG where we can quickly access the customer's full communication history with us.

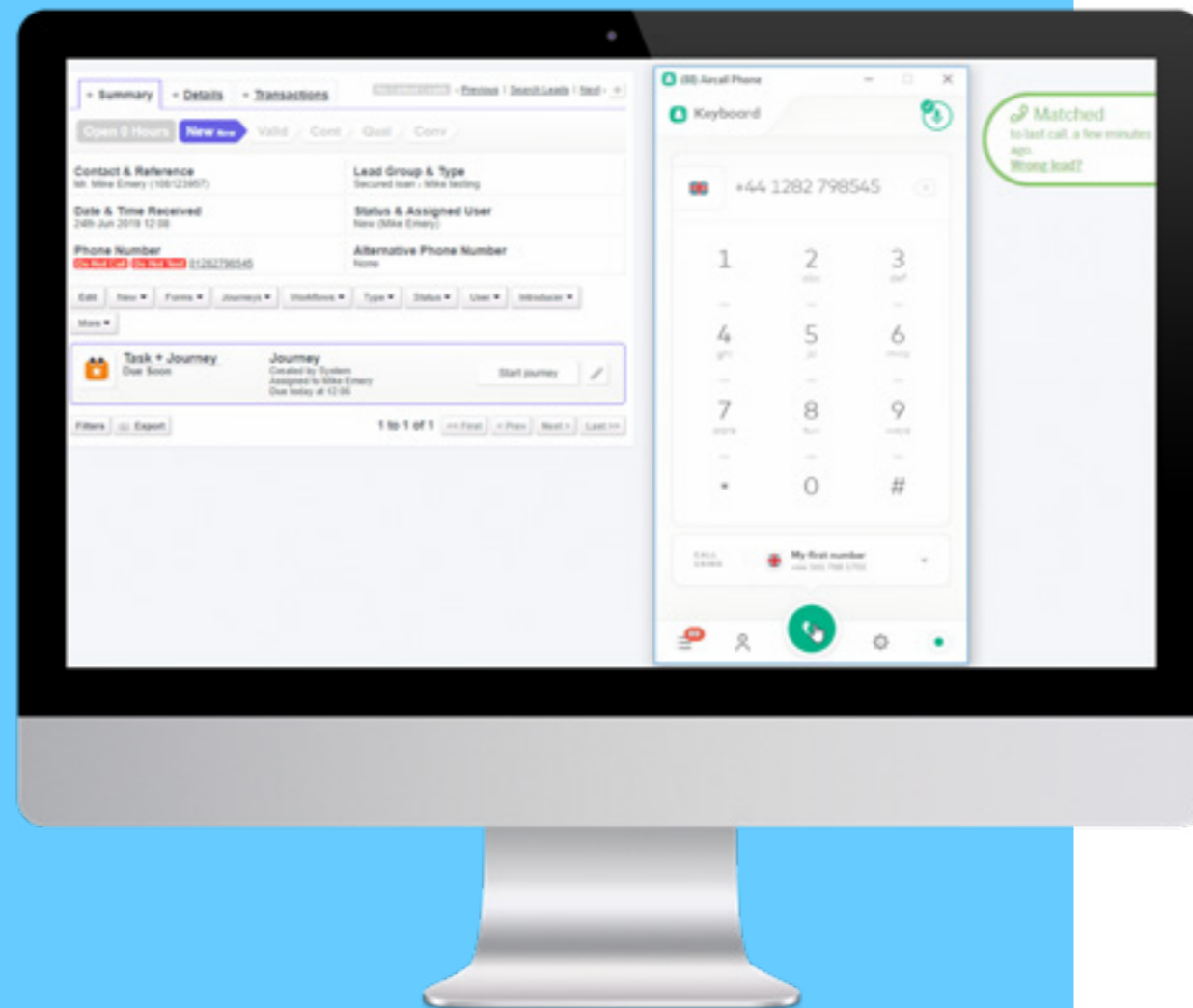
This allows us to know who we're speaking to in advance, prepare for the call and get into the right headspace before we even pick up the phone. Plus, it really cuts out the mess so we can quickly see the information we need and it helps us automate the administrative tasks we need to do.

And has this changed the way you engage with your customers?

Yes – our customers are delighted! They don't want to be kept waiting while we type their details into the system to find their record or to be put on hold while we transfer them to the right person to speak to. The Aircall integration has helped make our customer communication seamless, and it really helps us to connect with them on a human level.

Calls are automatically directed to the right user and they have the information they need to pick up where they left off, allowing them to focus on understanding the customer's requirements and building rapport with them. Our customers don't expect us to know who's calling when we pick up the phone or remember what we spoke about last time they called us, but because we're able to do that and we have all their information at our fingertips, they're really impressed.

“It’s really important that our salespeople have the tools they need to complement their customer-focused approach, and Aircall does that really well.”
Ben Rogers, Founder and Director



Does your team enjoy using Aircall?

Yes – it’s really important that our salespeople have the tools they need to complement their customer-focused approach, and Aircall does that really well. The click-to-call feature means they can quickly contact customers directly from FLG, and they can automatically save call notes and recordings against each lead. With the manual, administrative tasks taken care of automatically, their time is freed up to focus on assisting customers.

Having the time and space to really get to know what the customer wants helps build trust, and nowadays this is more important than ever. We operate in a competitive environment where there’s a high focus on relationships – someone’s wedding or important family celebration is completely personal, so if the customer isn’t confident we’ll do a good job then we won’t get a sale.

So, it’s also the small things that Aircall allows us to do such as call customers from a number with a local area code that all contribute towards making the customer experience feel even more personal.

And finally, how would you summarise the overall benefits of our Aircall integration?

The big picture benefit of using Aircall alongside FLG is being able to remove the friction from building relationships with customers and our salespeople’s workload. By getting rid of the administrative burden from day-to-day tasks, it’s easier for them to prioritise what they do well, which is listening to the customer and looking after them to fulfil their event and exceed expectations.

There’s a lot of competition in our industry and we rely on building relationships to secure sales. It really is the most important thing to us – our customer-focused sales team needs tools that complement our operations, and FLG’s Aircall integration does that really well.

Why do our customers choose FLG?

Easy-to-use CRM

Manage 100,000s of leads

Automate processes

Tailored to your sales process

Personal, hands-on setup

UK-based phone support

Securely hosted in the UK

5 star Trustpilot customer rating



**For more information or
to book a demo visit
[getflg.com](https://www.getflg.com)**