



CLIENT: DirectBuy
EMPLOYEES: 600+
PLATFORM: Nextiva Office Enterprise
LOCATION: Merrillville, Indiana

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- Dale Sturgill, Contact Center Director

CUSTOMER OVERVIEW

DirectBuy is a buyer's club, which allows members to purchase items directly from vendors. Founded in 1971 in Merrillville, Indiana, the company has provided top-notch customer service and high-quality products for over 40 years. Members pay a membership fee that entitles them to access merchandise sold at wholesale prices, including home furnishings, flooring, appliances, and more.

DILEMMA

With hundreds of thousands of members, the team at DirectBuy needs to handle over 30,000 calls per month. The calls are mostly inbound, and range from answering questions, to placing orders, to even helping to design custom flooring or cabinetry. Since all parts of the business rely so heavily on phone calls, they need a dependable communications system that can keep their business running smoothly. DirectBuy found there were many limitations in features with their VoIP provider, however, and began searching for a new one after just one month of service.

IN A NUTSHELL

DirectBuy is a buyer's club that allows members to purchase items directly from vendors. The team at DirectBuy handles over 30,000 calls per month, answering questions, placing orders, and helping customers customize items. Since inbound phone calls are an essential part of their business, they rely on a dependable communications system. When they noticed

RESOLUTION

Dale Sturgill is the Contact Center Director at DirectBuy. He joined the team in 2015, shortly after the decision was made to switch to Nextiva for communications services.

“The process of switching to Nextiva was as smooth as it could be. We worked with the onboarding team to make the switch after-hours, so none of our customers were affected. It was only thirty-five to forty users at the time, and we've since added on over one hundred more,” Sturgill explained. The team received admin, user, call center, and Nextiva Analytics training. They continue to stay in touch with their Account Manager and get trained regularly on new features and to onboard new team members.

All staff at DirectBuy currently uses the Nextiva App for desktop for their phone needs. This includes the 500 employees in Merrillville, and the approximately 100 remote employees. The Nextiva App provided the flexibility they need to run their business from around the United States and Canada.

their VoIP provider had many limitations in features, they looked into other providers and decided to make the switch to Nextiva. The DirectBuy team needed a system that could grow with them, and the Nextiva App has given them the features and flexibility they didn't have before.