

CASE STUDY

Oakfield Estate Agents



CLIENT

Kerry Newstead, Partner

Oakfield Estate Agents are a leading independent agent in EastSussex.

Oakfield Estate Agents, pride themselves on building lasting relationships with their clients and offering outstanding customer service every time.

They believe a great deal of their success during their 20 years in business is down to the dedicated, experienced and professional staff they have in their branches.

WHY DID YOU TAKE THE SERVICE?

We are always looking to improve our customer service levels. We do our own training but I was interested to use Awardaroo as an external service to objectively measure our customer service levels.

DID THE SERVICE MEET YOUR EXPECTATIONS?

Awardaroo were flexible in the way they delivered the service to ensure it meet our needs. The Dashboard made it easy to see new opportunities for improved call outcomes and where to focus, the coaching and role play has improved our call handling. They went into much more detail in how to deliver a good call experience than we did ourselves I was impressed with what we did. The service works well.

HOW HAVE YOU BENEFITED FROM USING THE SERVICE?

The coaching has helped us to recognise more opportunities on the calls. As I sit in the branch I have been genuinely impressed by how good the calls sound now with the staff using the coaching given. The calls are not scripted but the guidance given has made the calls feel more natural, the staff have a much better understanding now of what is expected of them.

We have an improved call structure and we are much more aware now of how a call can be managed more profitably. The managers are better able to coach their staff and the agents are more in control of the call and the conversation.

Along with our other initiatives, we are now getting much more out of our calls and our clients.



“Using Awardaroo contributed to us winning the ‘Best Estate Agent Guide 2018 – Exceptional’. The staff that engaged with the service really saw the benefits in improved call outcomes.”

Davinder Gharia, Business Owner
Belvoir Welwyn and Hitchin

“Awardaroo has helped us to improve customer satisfaction levels not just improve call outcomes and take more bookings.”

Mark Rogers, General Manager
Langstone Cliff Hotel