Case Study

Brett/Robinson Vacation Rentals

Tom Behm
Director of Call Center Services

www.callshaper.com

Client	:	**Brett/Robinson Vacation Rentals**
Contact	:	**Tom Behm, Director of Call Center Services**
Industry	:	Vacation Rentals
Use Cases	:	Inbound Customer Service, Booking Calls

Overview & Business Challenge

Brett/Robinson Vacation Rentals is a well-established property management company handling a large volume of **inbound customer service and booking calls** for its vacation rental business. Tom Behm oversees the call center operations and works closely with various CRM systems to ensure a seamless guest experience.

Business Challenge

Tom's team needed an inbound call center platform that could:

- Handle **high volumes of inbound calls** without latency
- Offer **advanced IVR options** for routing calls by department, language, or urgency
- Provide **deep, user-friendly reporting** to monitor service levels and agent performance
- Easily **integrate with multiple CRMs** via API
- Be managed internally **without relying on a full IT department or expensive developers**

The CallShaper Solution

Tom turned to **CallShaper** for its inbound-first platform, robust IVR logic, and flexible reporting tools. Key benefits included:

Advanced IVR System

Enabled Tom to create customized call flows that improved routing and reduced transfer times.

Inbound Performance Reporting

Gave his team real-time insights without needing to export data or manipulate spreadsheets.

Plug-and-play API Integration

Seamlessly connected with several CRMs to push/pull data across systems.

Self-managed Admin Tools

Allowed Tom to make changes directly—no developers needed.

What Tom Had to Say

"The inbound capabilities are top-notch. We've been able to streamline how we manage incoming calls and improve customer satisfaction."

"Our IVR setup is fairly advanced, and CallShaper handles it effortlessly."

"The reporting is exactly what I need—clean, real-time, and easy to understand."

"I love how simple the API integrations are. It just works with our CRMs—no drama."

"One of the biggest benefits of CallShaper is that I don't need a programmer or IT team to make changes. I can manage the system myself—and that saves us a ton of time and money."

Outcome

With CallShaper, Brett Robinson's call center now operates more efficiently, responds faster to customer needs, and saves significantly on development and admin costs.

Tom has the tools and visibility he needs to scale and optimize without the red tape.