



Interior Concepts that Really Fit!

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Background

Contact Professional magazine is a professional publication that provides essential information for today's contact center leaders. Along with other publications, *Contact Professional* is published in Birmingham, Ala., by Due North Consulting, Inc.

The Challenge

In 2005, the magazine, which shares executive and sales offices with sister publication *Trade & Industry Development*, outgrew existing office space. *Contact Professional's* publisher, Fonda Johnson, decided to work with a company that specialized in contact center ergonomically designed office configurations for her furnishing needs. "We needed to relocate our joint sales force to a central office location, where collaboration could occur more effectively. The location we selected allowed room for both teams to



have a pretty creative sales team who we felt would be more productive and better able to create effective marketing plans for our advertisers if they had plenty of ‘open space’ to generate their ideas.” Other needs included:

- Designing acoustically sound workstations
- Maximizing natural light from nearby windows
- Maintaining easy access to power sources and data ports
- Upgrading executive and staff furnishings in a consistent, cost-effective and professional way

The Search for Expertise

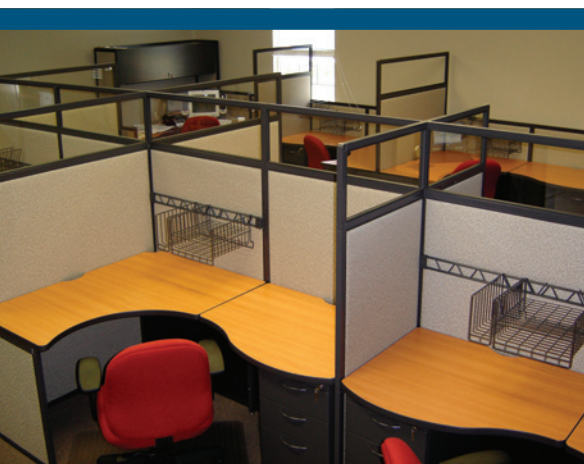
When Johnson looked for furniture providers, she found that there were many that serve the contact center industry. She narrowed her search based upon companies who responded to her web inquiries—as she would have her staff respond to the magazine’s inquiries—within 24 hours. In the end it was this criterion that separated Interior Concepts from the pack. Explained Johnson, “They were the first one to respond and most eager to work with us, and that was how it all began.”

The Solution that Fit

Interior Concepts’ team of designers and furniture solutions specialists were set to the task of addressing *Contact Professional’s* expansion needs. They

grow, but didn’t offer a lot of extra space, so we needed to configure our workstations for the present and the future,” she said.

Contact Professional’s work stations needed to maximize existing space, but also needed to be roomy and offer a sense of openness for further staff expansion. “Plus,” added Johnson, “we



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studied the magazine's needs, examined the space parameters and learned about the sales team activities that would lead to the best overall furniture configuration.

The result was a custom and spacious workstation grouping that allowed the entire joint sales force to be located in a limited space, while offering plenty of room for each person to work comfortably and productively. Features included equipping the workstations by the windows with a lower panel height and a clear acrylic panel top to allow natural light to beam onto the entire sales floor. These acrylic tops created the illusion that the coveted "window offices" were shared by all. And with the practical Chase™ wire management system, the sales team could easily access power and data without the added expense of running power and data lines through the floor. These smart designs helped make top- and bottom-line improvements.

Finally, Interior Concepts orchestrated the design, layout and installation of workstations for *Contact Professional* and *Trade & Industry Development* that made sense for their unique sales environment.

Johnson has only positive remarks about the strength of the Interior Concepts team. "They were just so easy to work with, and they made my decision making easy. Any company that can



save me time and hit the mark right off the bat is worth their weight in gold." □

If your company is having space planning issues, perhaps you need Interior Concepts too. Whether you're moving, redesigning or building your contact center, why not let Interior Concepts help you find your best furniture "fit"?

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