

## How Collaborative Global Teams Work in the Most Challenging of Times

Taking time off at the end of December is a popular option for businesses and workers across the country. However, many small and medium sized companies stay open and active, providing an opportunity for service companies, suppliers, and others to capitalize with a fully staffed and operational business.

Boxer Property has over 8,000 tenants that are primarily small and medium sized businesses, the type of businesses that can't afford to lose available business hours. To them, the time between Christmas and New Year is like any other day.

With an Inside Sales function that calls, texts, and emails over 1,200 leads a month, Boxer's concern in late December was not the lack of inquiries, but how to maintain their service levels and answer inquiries when vacation time-off requests from US staff was extremely high. The importance of this group as front-line responders is critical to Boxer's success; their capacity to respond at any time of the day and any day of the year was an ever-present concern.

In 2022 Boxer went 'Global'; not with their property portfolio but with their staff, by working with Relay Human Cloud. By hiring internationally-based staff, they could not only hire cost-efficiently, but were also able to provide a 24-hour service in spite of low domestic staffing levels during the holiday season. Boxer's relationship with Relay has been instrumental in their ability to work beyond the standard business hours and to never miss an opportunity.

The numbers below tell a compelling story for the 'supposed' down time in the business calendar. Start investigating how Relay can help you improve your business when the world sleeps.

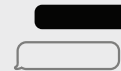
These stats cover Inside Sales team activities Dec 26th-31st (4 business days)



249 calls



121 chats



488 texts



28 new leases sent



9 renewals signed  
23 auto-renewals signed



86 Self-Guided Tours



1 In-Person Tour



33 New Leases total



64 Renewals Total



104 leases written