



## Voice Broadcast Platform Launches Shoe Business into **National Spotlight**

Dave Shaheen, a luxury shoe sales manager, was befuddled in late 2005 on **how he could reach 1,500 shoe-hungry women in the Greater Chicago area to promote his upcoming sale.** He had utilized simple services like tellmycell.com in the past, but needed to add a special touch to his message. After using key words like “automated calling” on Google, the CallFire Voice Broadcast Platform was revealed.

**“Get creative, or get left behind”**

Shaheen initially implemented the CallFire Voice Broadcast solution while working at Neiman Marcus. He sent a voice broadcast to multiple luxury department store clients who opted in with a signature to be contacted from Dave’s Shoe Club by automated telephone calls. **One of the major selling points for Shaheen was the ability for his clients to accept the recorded message on their terms** – clients could be connected to the shoe department to reserve a pair of shoes or remove themselves from the VIP list. His clients embraced the added service from Dave, which in turn led to more transactions in store.

“If we do what everybody else is doing, we’re going to get the results everybody else gets,” Shaheen commented. His campaigns indeed began to exceed all expectations: CallFire Voice Broadcast solutions were responsible for 90% of sales during a Manolo Blahnik promotion at Neiman Marcus. By the end of 2005, the Oakbrook, Illinois location experienced the highest percentage growth year over year, surpassing all other 33 Neiman Marcus stores in the nation, including Beverly Hills.

### Client

Dave Shaheen

<http://www.davetheshoeguy.com>



### Challenges & Goals

- **Reach** customers who are not email savvy
- **Provide** quick promotion for upcoming sales
- **Eliminate** traditional marketing methods

### Solution

Use CallFire’s Voice Broadcast to compliment customer outreach at a lower cost than direct mail.

### Results

- **Increased** sales four consecutive years
- **Provided** instant feedback on daily progress
- **Reduce** carbon footprint and need for additional equipment

### Why CallFire?

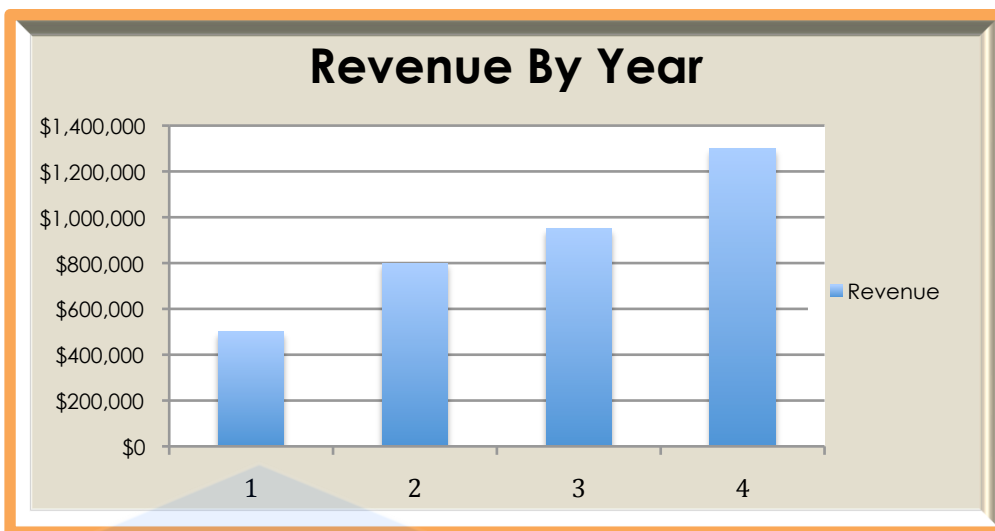
“CallFire’s team provided excellent training, support, and a system that’s easy to use & always works.”

## Voice Broadcast sustains sales growth

Over the next four years, Shaheen experienced staggering sales growth numbers and continued to keep the Oakbrook location in the national spotlight. After leaving Neiman Marcus, Shaheen went on to work at a smaller boutique shoe store in North Shore called Shirise. Staying steadfast to his sales practices, he continued to implement sales promotion strategies via CallFire Voice Broadcast saying, “There are all sorts of tools in my tool belt, some tools you get good with, certain ones you can’t live without – CallFire is the one I can’t live without.”

## Revolutionary tools trump all

Dave “The Shoe Guy” has used his sustained success to launch his own [website](#) and uses tools like Vimeo, Twitter, and a blog. While he is embracing the national reach different technologies provide, other salespeople fail to extricate themselves from traditional methods. “In the land of the blind, the one-eyed man is king,” Dave says. His business with Shirise continues to grow despite the recession and even experienced a \$50,000 day on Super Bowl Sunday, despite subzerotemperatures. Having a passion for shoes and CallFire Voice Broadcast, Shaheen is poised to fuel growth in the years ahead.



### Quick Tips

- Lower cost per contact
- Lower maintenance costs
- Scalability
- Enhanced customer experience