

RETAIL · B2B GIFTING

How TOFA closed 5,000+ festive-peak calls a day with Finn

High-volume festive gifting conversations — responsive, accurate, and revenue-driving, without adding agents.

5K+

Daily calls resolved

20%

Top-line revenue lift

<1s

Response time

100%

Product accuracy

The challenge

During festive peaks, TOFA faced huge inbound spikes — product guidance, pricing, cart recovery — where speed and accuracy make or break the sale. Staffing for the peak simply wasn't feasible.

The approach

- Finn handled high-volume inbound sales conversations: product guidance, pricing clarification, order and support queries.
- Cart-recovery calls won back abandoning buyers.
- Sub-second responses with 100% product-information accuracy.
- Scaled instantly with the festive spike, then back down.

The results

TOFA fully resolved 5,000+ inbound calls a day at peak, lifted top-line revenue 20% through cart recovery, and stayed responsive with sub-second, accurate answers — all without adding headcount.

“During festive peaks, speed and clarity matter more than anything. Finn AI helped us stay responsive at scale without compromising on accuracy or buyer experience.”

— Deepshikha M, TOFA

See it on your calls — book a demo at www.hirefinn.ai/bookademo

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