

CUSTOMER STORY · RETAIL

How Coco's Wealth of Health Never Misses a Call

A much-loved Maroubra organic health-food store turns every customer enquiry and phone order into a captured opportunity, on the shop floor, in the back office, or out on the road, all from one business number.

Coco's Wealth of Health is an organic health-food store in Maroubra, Sydney, where every phone call is a relationship, and a sale, worth protecting. On a busy shop floor the team is always helping the customer in front of them exactly when the phone rings, so missed calls meant missed orders. With **VOCPhone**, owner Marie-Claire "Coco" and her team now make and take calls from anywhere on the one business number, follow up out-of-stock enquiries with **one-tap back-in-stock alerts**, see **who's calling** before they answer, **dial out as the shop** rather than a personal mobile, and message customers by **business SMS**. The result: enterprise-grade phone capability, sized for a local store, on an Australian-owned network with 24/7 local support.

The short version

Everyday retail moment	Before	With VOCPhone
Phone rings while serving	✗ Often missed	✓ Answered from any device
Out-of-stock enquiry	✗ Ends the conversation	✓ One-tap back-in-stock follow-up
Knowing the caller	✗ Not until you answer	✓ Caller ID from the POS

■ Key points

● Run Your Business Like Coco's Does

Why This Matters for Retail

For a local store, the phone is not an afterthought, it is a sales channel and a loyalty channel rolled into one. A missed call is not just an inconvenience; it is revenue walking to a competitor and a relationship left untended. Fixing the phone was really about protecting the thing Coco's is built on: human connection.

■ Questions the full guide answers

- ☐ Who is Coco's Wealth of Health?
- ☐ What problem did VOCPhone solve for Coco's Wealth of Health?
- ☐ Which VOCPhone features does Coco's Wealth of Health use most?
- ☐ Can a small business really use a system like this?
- ☐ Is VOCPhone suitable for other Australian retailers?
- ☐ How do I get VOCPhone for my business?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 663 222** or visit vocphone.com/about/contact-us.