



Link:Q Customer Management Experience Agency Case Study

Client:

Client is the Licensee of Shop'nChek United Kingdom, Australia and New Zealand; making it the world's largest mystery shopping company. They provide a shopper force of approximately 10,000 people, and are specialists in customer service / satisfaction improvement programs, customer traffic management and Mystery Shopper programs.

Our Client's Requirements

Due to the varied nature of their business across 3 countries and time zones Client required Link:Q to provide call centre services for the inbound calls of customer evaluations forms which represent the direct record of the field shopper's experience.

Link:Q Solution

Link:Q provides inbound service currently operates as follows:

1. Field shopper dials a toll free 1800 or 0800 number advised to them by Client
2. Link:Q agent works through the customer evaluation form as per the screen pops generated from the shopper code and assignment number.
3. Completed form updates the Client system which is directly linked the Link:Q via a dedicated ISDN line, where it is analysed for reporting to their clients.
4. Agents are also able to take general calls from mystery shoppers and pass on messages to Client where the call falls outside the scope of the Link:Q service.

If any calls fall outside of operating hours, agents have the ability to take a message which enables Link:Q to call the shoppers back at a later time. This ensures that the field shopper is not frustrated and does not have to hold or call back themselves.

Link:Q also has the ability to ask database-cleansing questions of Client's field agents. Such questions can cover areas such as agent details; ensuring that their contact details are correct; or even adding to these details.

Another key feature of the service which Link:Q provides Client is the ability to incorporate multi-lingual agents. Link:Q is soon to begin taking calls from Client Germany; and this will see the need for multi-lingual agents. Such flexibility on Link:Q's behalf is indicative of the entire service which is currently being provided to Client.

Outcome

Key Benefits to Client

- Increased levels of flexibility
- Increased service levels
- Increased reporting ability in both content and accuracy
- Database cleansing abilities
- Consistency of response and format
- Link:Q's pro-active commitment to keep Client abreast of all new solutions which can aid their current and future requirements.