



Link:Q Education Institution Case Study

Client

Our client is one of Australia's premier learning and research institutions.

Our Client's Requirements

The client conducted a large Australia-wide research study via outbound calls to selected respondents. The challenge was to design and implement a phone-based system to interview respondents and capture essential information.

Link:Q Solution

Link:Q designed an end-to-end solution that would allow agents to engage respondents in conversation and record information essential to the study. This included the generation of specialised scripts and recording tools to ensure that the information was captured in correct sequence and in the right format.

Outcome

Link:Q was awarded a 2-year turnkey project to provide mail house fulfillment services to 150,000 survey respondents including complex scanning, scoring, data processing and the provision of an outbound telephone based interviewing service to about 7,000 survey respondents. Each call, on average, lasts 45 minutes.

Link:Q developed the entire survey on our proprietary service delivery platform. This involved the scripting of 50 unique questions to be asked by the agent, the development of an algorithm to automatically score and weight >1,000 potential response types, and the designing and building of custom reports on 280 unique fields. Link:Q launched the service within 21 days of being awarded the contract.

Link:Q has received critical acclaim for its work on this project and has been described by as the vendor with "best value" for its services.