



Link:Q Customer Management Experience Agency Case Study

Client:

Link:Q client is one of the largest electronic suppliers in Australia and New Zealand

Our Client's Requirements

Client has required to outsource their Call Management Centre (CMC) for both Marketing and Technical Support Services for their range of notebooks.

Link:Q Solution

Link:Q has provided Help Desk service to support the Technical Support activities across all states of Australia and including New Zealand. Specifically, for Retail and Distribution channel customers (end users) to assist them in identifying warranty and non-warranty issues and to provide a reference to Client's Authorised Service Provider Network (ProCare agents). The Help Desk assisted notebook users by answering FAQ's, problem resolution, function use, and putting the callers in touch with the right channels (re-sellers/ProCare agents) to maximise the use of their Toshiba products.

The service has provided skilled Link:Q agents who were trained in all facets of the Client First Level support and new release notebooks. Operating hours of the Link:Q service are Monday to Friday 9.00am New Zealand Local Time to 5.00pm Perth Local Time.

Link:Q and Client have developed a customised Call Management Service that can grow and improve as additional scripts are added or modified. The current objective relating to the service is to fast track telephony support and to handle routine and product knowledge based inquiries.

There were various stages tabled for future enhancements of the service – CRM, E-mail Management, Web Interaction etc.

Link:Q and Client have developed an extensive system of call flows and scripts that provided an accurate and consistent aid to Link:Q and Client agents in answering customers enquiries.

Outcome

- Higher percentage of calls answered Building a customer data base including customer history
- All calls handled by trained staff but following a script so therefore a higher degree of consistency
- Reporting of statistics
- Improved PABX reporting e.g. total calls, abandon rate, talk times, average wait times etc
- Improved customer service to Motorola customers
- Flexible work force - Link:Q can roster on and off.
- Focus on core business