



## Link:Q Financial Case Study

### Client:

Link:Q's client is a financial service organization in Australia

### Our Client's Requirements

Client has grown to become Australia's leading non-bank lender in terms of net lending and in the growth of its branch network. Consistent with its overall strategy, Client required a service that would manage all customer enquiries without the overheads of maintaining the human resources.

### Link:Q Solution

Link:Q provided the front-end call centre service for all Client phone inquiries, assisting callers and qualifying them before transferring the callers to a Client consultant for closure.

Following this strategy Client callers would be handled quickly and effectively ensuring that callers are transferred to the correct departments first time.

This enabled Client staff to focus on their core functions lessening the impact on their internal operations from the risk of call spikes.

### Outcome

Link:Q operated both Inbound and Outbound services for Client. During this time, Client won the prestigious awards. Link:Q has been recognised as having contributed to these wins through the provision of the call centre CRM service.