



Link:Q Food Manufacturer Case Study

Client:

The client is one of Australia's largest food manufacturers and marketers, distributing thousands of product lines nationally.

Our Client's Requirements:

The client required an outsourced call centre provider to create a **Consumer Information Line** which would differentiate their products and provide exceptional service for their consumers.

Calls were in direct response to the consumer information and feedback line featured on thousands of the client's products. Calls were being taken internally and no information could be easily gathered about the number or nature of the calls. Call types included: general information requests, brochure requests and complaint logging.

Link:Q Solution:

Link:Q was approached to initially manage the client's overflow and after hours requirements. Link:Q offered a service whereby their callers would be responded to by a specialised group of agents working from a list of specifically developed frequently asked questions (FAQ's). This ensured that the calls were answered consistently.

This approach relieved the pressure on client's staff and allowed callers to be filtered, subsequently resolving many straightforward calls and only transferring important or emergency calls.

Outcome:

The client enjoyed improved customer response levels; reduced wait times and call abandonment rates and greater accessibility for their consumers. Responses to consumers were more consistent and easily updated by the client through a central point within Link:Q.

The client enjoyed the flexibility of providing improved customer service, without the cost of introducing new staff and infrastructure with the result that they were able to handle growth in call traffic. Link:Q went on to provide a full time Consumer Line for the client.