



Link:Q Insurance Case Study

Client:

Link:Q's client is one the largest insurance companies in Australia

Our Client's Requirements

Client has two objectives in their National contact centres: firstly to provide timely and world best practice delivery of sales and service to their customers; and secondly to be the pre-eminent contact centre in Australia in providing an electronic contact centre for Client Insurance's national business – Magazine.

Link:Q Solution

This service provides agents who process a range of customer service enquiries. The Link:Q Agents are also required to call patch misdirected calls, as well as passing on those calls which are more complex than the Link:Q Agents skill sets. The priority for Client as stated, was to improve customer service levels.

Client is very satisfied with the service to date, as service levels have surpassed all expectations. This project was the first time Client has outsourced on this scale, and they were delighted that the project cam in ahead of time, and under budget.

The service which Link:Q provides Client operates from 8am to 6pm Monday to Friday, whilst all out of hours calls are handled by the internal Client call centre. Link:Q are currently processing 50 000 in bound calls per month for this service.

This service uses Client's own customer service platform, whilst also incorporating some LinkNet capabilities enabling a seamless integration of the Link:Q service. Such cultural fit is not only integral to the smooth running of this service, but it was also an integral component of Client choosing Link to be their outsourcing "partner".

Outcome

Client has enjoyed many benefits through their partnership with Link:Q. There are many individual benefits such as less time on hold and reduced call answering time; but the bottom line to both Client and Link:Q, is that Client have been able to dramatically improve their customer service levels (the main aim of the service). This has been allowed not only through the reduced call wait times and reduced hold times, but also by allowing Client to start looking at process and quality improvements.

Client has congratulated Link:Q on being the best cultural fit with their brand; a brand that they are very passionate about. And as such, they look forward to partnering with Link:Q into the future.