



Link:Q Advertising & Marketing Agency Case Study

Client:

Link:Q's client is a company which mass markets consumables within the alternative advertising market of advertorials and infomercials. Their products are extremely diverse and thus cater to a wide and varied market.

Our Client's Requirements

Due to the nature of their advertising Client required a service provider who could quickly and accurately capture caller details whilst dealing with the varying call volumes resulting from television advertising campaigns. The call details captured were then forwarded onto Client so that they could return all the calls.

Link:Q Solution

When a caller responds to the call to action within the Client infomercial, the call is diverted through to a Link:Q Contact Centre where an agent answers the call on behalf of Client. The agent then captures the caller details as outlined below:

- Name
- Product in which they were interested
- Phone number
- Suitable times for a return call
- Where they viewed the advertisement

These details are then batch e-mailed to Client on a daily basis for their internal follow-up. Link:Q in essence, acts as a registration line for Client; the caller simply leaves their details and then Client follows up these leads with their own outbound service.

The most integral component of this service was Link:Q's ability to capture caller details quickly and accurately, a demand which Client could not cope with themselves. This was a result of their inability to handle the peaks and troughs resulting from their media based campaigns. Through partnering with Link:Q, Client no longer carried the responsibility of dealing with the peaks and troughs; they simply provided their media schedule to Link:Q, allowing Link:Q to roster accordingly, thus catering for the ensuing peaks and troughs. Armed with this media schedule Link:Q was able to answer up to 20,000 calls per month in peak seasons, with an average call length of 48 seconds, and the average speed of answer being 8 seconds.

Outcome

Link:Q's client has achieved the following benefits:

- Caller details accurately and quickly captured
- Fewer calls abandoned; thus enabling higher levels of customer service
- Ability to deal with varying call volumes cost effectively
- Daily reporting information provided on: number of calls answered, speed of answer and average talk time
- Ability to monitor success of individual media campaigns through reporting
- Ability to monitor success and interest levels in individual products through reporting