



## Link:Q Telecommunication Case Study

### Client:

Link:Q's Client is one of the largest telecommunication companies with 33% mobile market share in Australia.

### Our Client's Requirements

The client offers its customers a Directory Assistance Service. A directory assistance enquiry requires the agent to look up and deliver address information requested by their customers and is a relatively simple call service.

The client's management sought a cost-effective way to outsource the Directory Assistance Service, freeing their own in-house call centre agents to focus on higher-complexity calls that required more time to process.

The client was receiving over a million of calls per month and needed a provider with sufficient infrastructure, skill and capacity.

### Link:Q Solution

The solution from Link:Q was an outsourced call centre service to handle the Directory Assistance Service for Client. Link:Q agents would seamlessly field the commodity calls that came into the Directory Assistance Service and utilise on-screen telephone directory resources to provide the information required by the caller.

Link:Q's national network of contact centres provides level of technical expertise and redundancy needed to run such a large scale operation.

### Outcome

Link:Q has successfully implemented customer Directory Assistance Service in partnership with customer.

Callers seeking Directory Assistance are automatically directed to the Link:Q's virtual private network, where their calls are actioned in accordance with predetermined service levels.

Agents, via real-time directory information resources, can quickly and efficiently search and provide the information requested, and send an SMS to the caller to confirm the information.