



## Link:Q Motor Vehicle Manufacture Case Study

### Client

Link:Q's client is one of major Australian-based Motor Vehicle Manufacturers and Suppliers.

### Our Client's Requirements

Link:Q's client has required an outsourcing provider that would become the first point of contact for their "Customer Assistance Centre" (CAC).

### Link:Q Solution

Link:Q has handled the majority of client's inbound and outbound calls across Australia. Calls were directed to Link:Q, where the "LinkNet 2" platform is used to answer customer and dealer queries, such enquiries are executed via an intelligently scripted FAQ/Key Word Search application.

Link:Q has provided the following services for its client:

- Full receptionist service; inclusive of both warm and cold hand overs
- Recording and Transmitting messages via e-mail, pager or SMS  
Messaging form includes details such as:
  - Media Source
  - Fleet information
- Call resolution through FAQ / Q&A database
  - Staff List
  - General Enquiries - basic
- Provided dealer information through the use of client website
- Brochure Requests on specific vehicles (Batch e-mailed to client)
- Booking test drives (Batch e-mailed to client)
- Provided information on client's vehicle, with the use of product information sheets
- Updated customer mailing details
- Updated staff absenteeism messages, with an alternate contact

In addition, we have provided an extensive service reporting requirements, include:

- Number of calls by day / month
- Average speed of answer
- Average call length
- Abandoned Calls
- Service Level
- Number of brochure requests by product
- Etc

### Outcome

The client has recognised that there have been many benefits achieved through outsourcing their CAC to Link:Q ; both internally and externally, include:

- Reporting Requirements – allowed client to evaluate the successes of their marketing campaigns, and useful for marketing information.
- Orders were batch e-mailed to client daily to enable prompt brochure fulfilment
- Ability to handle varied call volumes cost effectively
- Higher levels of customer service achieved through continuity of service and faster response times
- Client comprehensive database maintained
- Client was able to focus on their core business, vehicle manufacturing and supplying rather than the management of Customer Assistance Centre