

# Case Study

## Directory Enquiry Service



**Client's Challenge:** Significantly lower costs while improving customer experience to realize improved revenue and profitability

**Client Industry:** Directory Assistance

**Client Location:** United States

**Services Offered:** Inbound Directory Assistance Services

**Client Introduction:** A US based Business Directory Service providing free directory assistance to callers

**Program Overview:** Provide Directory information on businesses to callers

**Volumes:** Peaked at 150,000 calls per month

### Respondez Service Offerings:

#### Operations:

- Support effectively the increasing end user call volume
- Provide fast and friendly service
- Understand caller's request and provide information quickly and effectively
- Develop expertise on the exhaustive search options and listings
- Ongoing Process understanding and designing offshore processes
- High emphasis on Quality assurance
- Daily reports on call disposition ensured excellent business control and instant client feedback
- Maintain high level of performance benchmarks
- Significant cost savings per agent

#### Results:

- Average cost of calls decreased by over 50%
- Customer satisfaction metrics exceeding historical norms
- Continuous improvement and accelerated growth of business, revenue and profits

#### Respondez Responds by:

- Utilising well trained off - shore professionals and pricing the service at 40% less than US costs
- Driving down Average Handling Time
- Implementing intensive agent certification and quality monitoring practices
- Managing the agents to surpass the client's internal satisfaction and accuracy metrics

#### Technology:

- Scalable platform to accommodate growth in call volume
- Seamless integration with advanced software systems
- Call Recording Facilities

#### People:

- Stringent Recruitment process in place
- Strong emphasis on neutralised accents
- Relevant establishment and process training provided
- Trainer and Process migration experts go through ongoing training at client site

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### Contact us:

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