

Excelling in Directory Assistance

Background

The client is a leading cable company providing telecom services in the eastern United States. TELUS International's relationship began with the provision of voice transport into Canada, and later developed to provide directory assistance (DA) solutions to support their large and growing residential and business customer base.

The Challenge

Within weeks of partnering with TELUS International, the client was looking to send TELUS International more than one million DA calls monthly. In addition, the client was requesting specialized call treatment for their end-customers which required additional training prior to ramping to one million DA calls within two months.

Solution

- Working closely with the client, TELUS International was able to completely understand their business requirements and adapt its internal systems and process
- TELUS International was able to source and install all additional work stations to meet the client's aggressive ramp plans
- An excellent pool of agents were hired and provided in class and supervised on-the-job training in advance of the client's ramp schedule
- TELUS International was able to reschedule some of its more experienced retail agents to further support the client's aggressive ramp plan to ensure a high quality experience from day one
- Finally, a dedicated Client Liaison worked with the project implementation team to ensure TELUS International was aware of all client nuances involved in providing post implementation support

Results

The client has further ramped their call volume traffic, with TELUS International developing additional capabilities to further support the client's growing business requirements. Importantly, the client has saved money by partnering with TELUS International while exceeding their previous service metrics.

As a further testament to TELUS International's DA services, TELUS was named by The Paisley Group as the Best Wholesale Directory Assistance provider in the United States, ranking first for customer care, agent professionalism, courtesy, call handling, questioning and listening.