



Case Study



Client : Working Links
Scope : Telecommunications Infrastructure

General/Brief

CDI Group has an established relationship with Working Links, working with the company since 1999. As part of this ongoing relationship CDI undertook a complete audit of Working Links' existing phone network and made a number of suggested recommendations and changes that allowed the company to streamline its whole telecommunication process thus saving it considerable costs.

As part of the above process CDI Group reviewed the infrastructure at Working Links' Middlesborough office, which houses its customer contact centre and where a team of over 30 agents are responsible for managing all inbound and outbound calls from customers and employers. The pre-existing phone system, whilst capable of handling the call volumes, was not a true contact centre solution and did not deliver valuable call reporting information. After conducting a full and thorough review of the capabilities and limitations of the legacy system, CDI suggested a new solution.

The Solution

CDI has access to the best technology available, and using its vast experience and expert knowledge built up over the past 20 years, works hard to ensure bespoke and tailored solutions are provided. Any new technology Working Links was to invest in would need to have greater scope and flexibility. A key criterion was that the new system would provide the company with clear management reports that would enable it to monitor and measure call handling. Working Links required visibility of call numbers, the number of calls abandoned or missed, the time taken to answer, etc. in order to better support its clients' needs.

CDI installed a solution that allows full onscreen call management and also provides presence information for both agents and team leaders. Key features of the solution also include the ability for team leaders to log their agents in and out, and 'silent intrude', which allows calls to be monitored for training and quality purposes.

Management reporting has also enabled Working Links to pinpoint peak periods. On Monday mornings there is a huge peak in inbound calls, leading Working Links to alter staffing levels to reflect call volumes, resulting in greater staff efficiency and improved call handling rates.

The system has helped Working Links to better manage its agents' time. Previously, when one call ended, the agent was automatically routed to answer the next in line. Now, however, they are given a short one to two-minute break in between calls so that they can complete the on-screen note making process.



Client Comment

“The ability to access information that identified peaks and troughs in demand subsequently enabled us to allocate more people to take calls at our busiest times, and means staff are not sitting unused during quieter periods.

“We’ve worked so closely with CDI over the past 12 years that the professionals they’ve assigned to work on our account very much feel like part of the Working Links team. It’s reassuring to know there is always an expert on the other end of the phone we can ring should we need anything.”

Head of Customer Services, Working Links