



Client Requirements

- Call handling support to deal with inbound lost property enquires.
- Needed to establish a scalable call handling resource that could deal with the call volumes resulting in a disruption to train services.

Direct Response Solutions

- Fully outsourced lost property response line.
- Agents provided with a full list of Virgin run stations in which to quickly contact staff to locate items.
- Full M.I. reporting on all items reported and located.
- Setup up disaster recovery resource should the main switchboard fall over.

Results

- Higher percentage of items recovered due to faster response times.
- Improved customer satisfaction scores.
- Decreased number of missed and dropped calls.
- BCP concerns addressed via their DR plan.

“Direct Response Ltd provide Virgin Trains with an excellent contact solution, enabling us to put the Customer at the heart of everything we do.

Their quality is second to none, not only as an over flow Contact Centre, but also they couldn't be more accommodating to our particular needs. From the very beginning timescales have always been fulfilled, account management has been 5 star, and we've always felt as though we were a valued customer.”

Customer Relations Real Time Response Manager.