



Perlico is one of the new breed of telecommunications service providers who have entered and captured a share of the Irish telephony and broadband market. Launching in 2004 they have grown rapidly through targeted advertising and on-street sales teams. Their proposition has grown from pure telecoms to that of a multi-service retailer. This success culminated in Perlico being acquired by Vodafone in late 2007.

THE CHALLENGE

Perlico has grown not only its base customers but also the portfolio of products it offers, which now include personal computers, internet security, music and even mobile phones! The

CASE STUDY

challenge faced was to ensure quality of service in the face of increased complexity of business processes and customer contacts.

Perlico decided they wanted to differentiate themselves through an innovative customer satisfaction measurement process.

THE SOLUTION

Perlico turned to their trusted hosted IVR partner (Sentient Solutions) for a solution to quickly measure, analyse and present management information on the satisfaction of the callers to the contact centre. Sentient worked closely with the operations, technology and marketing departments at Perlico and delivered an initial service in under 4 weeks!

callers are invited at random to partake in a 2 minute questionnaire at the end of their call

RETENTION STRATEGY

Perlico used the results to identify and refine areas requiring attention through the raw scores and analysis of the comments. Those requesting a call back were called within one working day and their specific issue tackled at supervisor/manager level.

RESULTS

Within 4 months of switching on the service Perlico increased their overall satisfaction measurement by 30% and increased their loyalty measurement sustaining these result going forward.

VSat Key Features

- Real Time measurement of satisfaction and customer loyalty
- Stealth Survey; no agent bias
- Instant access to data from Web interface
- Listen to verbatim comments
- Callers are identified for follow-up on low scores
- Data can be benchmarked against previous periods and progress charted.

“Flexibility and Speed”

“As Perlico operates in a fast paced market, it was critical we had the ability to make changes quickly. Sentient have excelled in handling our change requests allowing us rapidly adapt to changing customer behaviour.”

Perlico: winners of 2007 Telecommunications customer service team of the year

John Markey, Head of Customer Services, Perlico

