

TelePartners/Canadian Tourism Commission Case Study



The Challenge

TelePartners Contact Centre is a successful provider of telephone and Internet-based customer services with clients across North America. During the Fall of 2001, TelePartners was asked by the Canadian Tourism Commission (the federal government's tourism marketing arm) to bid on handling all tourism inquiries from consumers in the United States.

TelePartners made a successful bid submission, winning the business during the month of November with one proviso; the CTC expected a fully functional call centre with training materials, qualified agents, quality control processes, and sophisticated Internet technology in place by January 1st, 2002.

The Solution

hind-smith.com was contracted by TelePartners to help spearhead a successful program launch. Located onsite, senior project manager Larinda Hind-Smith coordinated the myriad of details and quality control of each element to ensure the contractual obligations were met.

The contract between TelePartners and the CTC was read and documented to note each individual obligation. From this list of deliverables, hind-smith.com worked with TelePartners management to allocate internal resources and develop a detailed schedule and timelines for the entire project.

From this overall plan, three main areas were managed:

- hind-smith.com worked with the internal IT department at TelePartners to ensure that script development, CSR interface screens, data structure, reporting and real-time communication with the CTC were delivered according to specifications
- hind-smith.com worked with the Human Resources department of TelePartners to ensure that staff were recruited, training materials created and agents trained to meet the standards of the contract
- hind-smith.com developed processes to ensure that the program would be successful on an ongoing basis. Ongoing monitoring of staff for quality, scheduled reporting to the CTC and transfer of data to fulfillment partners were among the processes developed and documented for use by TelePartners

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The Result

The first call from the American public was handled flawlessly January 1st according to plan. Fletcher Keating, President of TelePartners says:

'The ability of hind-smith.com to quickly absorb a working knowledge of our business and deliver a set of practical organizational processes was invaluable. Larinda Hind-Smith's relentless attention to detail helped us deliver each element of a 400-page contract in less than six weeks'.

With over 100,000 transactions over the course of 2002, the program has been gauged a success by both TelePartners and the Canadian Tourism Commission.

