



Contact  
Centres

Maureen



## Flexible, friendly service from KC Contact Centres keeps people calling Maureen

### About Maureen

When the UK Directory enquiries market was deregulated in 2004, one of the first 118 services to be established was the quirkily-named Maureen. Operated on behalf of Independent Radio News Ltd (IRN) by KC Contact Centres, Maureen 118212 remains one of the country's leading directory enquiry services.

### What challenges were facing IRN?

As one of the first new operators to enter the market it was essential IRN found a partner who could provide a responsive and efficient directory enquiries service to its customers 24 hours a day, 7 days a week, 365 days a year. Directory enquiries services are characterised by high volume, short duration calls and call patterns that fluctuate considerably, and not necessarily predictably, depending on the time of day, day of the week and even time of the year.

### Solution

Our ability to flexibly manage staff resources and shift patterns means we are able to provide a consistent excellent customer service 24 hours a day, 7 days a week, 365 days a year in a way that makes commercial sense.

“When people call directory enquiries they want fast, accurate service. Partnering with KC Contact Centres means we can provide this 24/7, ensuring customer satisfaction and repeat calls.”

**Tim Molloy**  
Managing Director of IRN

### Benefits

- Consistent achievement of agreed service levels
- National industry recognition – winner of the prestigious ‘Wholesale Directory Enquiry Provider of the Year’ award for our delivery of the Maureen contract on two occasions
- Excellent customer service provided 24/7 ensuring repeat calls
- Flexible staff resourcing and shift patterns to deal with fluctuating, unpredictable call volumes
- In July 2008, we were able to extend the partnership and include the provision of online directory enquiries



To find out more about how KC Contact Centres can help your business call **0800 915 9000** or email [info@kcontactcentres.co.uk](mailto:info@kcontactcentres.co.uk)