

LINZ: Unique delivery of Customer Service for Landonline.

Land Information New Zealand (LINZ) is New Zealand's government agency for authoritative land and seabed information and has staff at six sites across the country.

On 24 March 2003, LINZ introduced a new national call centre system to handle all customer and public enquiries. This is in keeping with the LINZ 'one business' culture, providing national consistency of service. The new integrated system links the National office centre (established three years ago to assist **Landonline** customers) with help desk staff in five other centres and with other LINZ business units. The new system enables the department to manage enquiries more thoroughly and efficiently, including tracking outstanding issues so they can be followed up in a timely manner.

Callers are able to make all billing enquiries, **Landonline** enquiries, survey and titles technical enquiries via 0800 ONLINE. Enquiries about topographic mapping, hydrographic charting, nautical information, place names or Geographic Board information can also be made via 0800 ONLINE.

The new national call centre system unifies LINZ's phone-based support services as if they were one, with a single point of enquiry for customers. It allows LINZ to draw on the skills and expertise of staff from across the entire organisation, regardless of where they are located, quickly and efficiently.

The voice-over-IP solution has created a unique service delivery advantage by enabling LINZ to centrally manage its customer support as a means of improving service while containing cost. It has enabled LINZ to enhance an existing 0800 ONLINE support system by efficiently linking staff across all centres and routing calls by skill-set rather than by location. The cost of achieving this using traditional call centre technology would have been prohibitive.

In particular it has provided LINZ with:

- A single service management process to identify and avoid inconsistent customer service
- A complete picture of call volumes and patterns nationwide with reporting systems to ensure that service gaps can be pro-actively addressed
- The facility for processing centres to support each other when overloaded to avoid abandoned calls, retry and poor customer satisfaction
- Tracking of the availability of staff nationally to provide flexibility in non-standard or emergency situations and still ensure customer satisfaction
- Clarity in the definition of roles and responsibilities to avoid duplication of effort and ensure consistent service

The project commenced in September 2002 and completed in March 2003.

LINZ can monitor and manage calls across the different locations as if staff were seated in the same call centre. The centralised management allows LINZ to get a complete overview of the volume of calls, manage overflows and analyse call patterns to identify

problem areas and solutions. It has also made business continuity planning more flexible.

Information about each staff member's area of expertise is stored within Nortel Network's call centre solution, which also monitors staff members' ability to take calls. The IP technology also includes the ability to update staff, via a pop-up message on their PC, about the number of calls in their queue as well as provide additional messages and information.

There are presently 56 IP phones connected to the network with 30 in the Wellington head office and 26 located across five processing centres. IP telephony ensures that if and when the need arises the virtual call centre can be quickly and easily increased in size by simply connecting additional IP phones to the network.