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10<sup>th</sup> November 2004

## **New consulting company finds directory enquiry calls are not satisfactory**

New directory enquiries consulting company, Paisley 118 Ltd has announced today that over ten per cent of directory enquiry (DQ) calls end in failure, according to the first edition of its UK Directory Enquiries Performance Index.

The Performance Index provides DQ-related companies with an independent analysis of specific competitive intelligence to track and gauge their performance. Kingston and British Telecom were the worst performers with 85.7 per cent of calls failing. Paisley 118 ranked Conduit as the top DQ service in the UK, with 91.7 per cent of calls both Fulfilled and Cared for.

A total of 300 listings were tested across eleven DQ providers in the UK. The Index used a mystery caller approach to track:

- Customer Fulfilment<sup>(SM)</sup> - the DQ quality standard. Fulfilment is a function of database and operator accuracy and identifies the percentage of callers that receive an accurate report when they call DQ.
- Customer Care<sup>(SM)</sup> - measures how well operators balance customer advocacy and efficient call-handling practices. Customers have been cared for when certain inefficient and customer frustrating behaviours are absent. These inappropriate behaviours include operators being rude, not listening, failing to identify when other suggestible numbers are available and offering listings unrelated to what was requested by the DQ caller.
- Passed calls - those calls where the customer was both Fulfilled and Cared for.

- Answer time - the length of time from the first ring until the operator is on the line with the customer and begins to speak.
- Operator work time - the length of time the operator physically spends on the line with the customer.

Meg MacRae, Managing Partner of Paisley 118 commented: "We are thrilled to be launching Paisley 118 in the UK. The Performance Index has been very successful in the US and Canada and we feel that the results of this first UK Index reveal some interesting information about the newly competitive UK DQ market. We hope that service providers will benefit from the benchmarking to help improve their services to the public."

Other highlights of the report include:

- An average of 2 per cent of the calls were unfulfilled because data was missing. The worst performer was BT with 6.3 per cent. The best performer was Cable and Wireless with only 0.3 per cent missing listings.
- On average, 8 per cent of the calls were unfulfilled due to operator error. The Number was the best performer, with only 1 per cent of unfulfilled calls attributed to operator error.
- Cable & Wireless was the worst performer of calls not cared for, with 11 per cent.
- Telegate and Conduit were the best performers of calls cared for, both with 96 per cent.

Companies included in the report are:

- British Telecom
- The Number
- Conduit
- One.tel
- 192.com
- Orange
- Telegate
- Kingston
- Telewest
- One
- Cable and Wireless

For a copy of the UK Performance Index, please contact Alicia Edwards at  
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### **About Paisley 118 Ltd**

Paisley 118 Ltd, part of The Paisley Group Ltd., is the leading directory enquiry/operator services consulting company and the premier independent measurer of database accuracy, Customer Fulfilment<sup>(SM)</sup> and Customer Care<sup>(SM)</sup> in the industry today. The company specialises in auditing call centres, designing robust measurement and statistical models, optimising revenue-generating opportunities through consulting, benchmarking and helping clients to develop plans that work.

The Paisley Group's Performance Index<sup>(SM)</sup> is the only industry report that is based upon a definitive, directory enquiry-specific quality measurement process. It gives companies in the UK, the US and Canada a benchmark for assessing and improving their directory enquiry service.

For further information, visit [www.paisley118.co.uk](http://www.paisley118.co.uk).