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Report Rates Directory Enquiries Service Providers Orange Tops the List

Companies that provide directory enquiries respond accurately to caller requests for telephone numbers 91.7% of the time, according to the *UK Directory Enquiries Performance Index*, an independent analysis published semi-annually by Paisley 118, Ltd. The *Index* is the only tool on the market that provides companies which offer directory enquiries services with specific competitive intelligence to track and gauge their performance.

Using a “mystery caller approach”, the *Performance Index* tracks:

- **Customer Fulfillmentsm**, database accuracy and the ability of an operator to provide an accurate listing,
- **Customer Caresm**, the way the operator balances customer advocacy and efficient call handling practices,
- **Operator Work Time**, the length of time the operator spends on the line with the customer, and most importantly,
- **“Passed Calls,”** calls where the customer both received the correct listing report and was cared for competently and efficiently.

The overall service leader is Orange with a Passed Call percentage of 90.3%. This compares to the national average of 80.3%. The margin of error is 4.5%.

The Number led in calls fulfilled with 95.7% compared to the national average of 91.7%. Fulfillment measures not only the total number of calls that were completed correctly but analyses the factors that prohibited calls from being completed, e.g., an incorrect listing in the provider’s database, missing information, a number that was in the database but that could not be found, operator error or a technical problem.

In the area of Customer Caresm, Orange was the leader with 96.0% of customers being cared for. Unlike most measurements of customer service, which are subjective in nature, Customer Caresm measures an array of specific, quantifiable operator behaviors. These include whether or not the operator acknowledges the customer at specific points during the call, listens carefully to the caller’s request, asks questions in an appropriate manner to get additional information, follows the search to conclusion and is polite.

Passed Calls are the hallmark of directory enquiries. This measure combines Customer Fulfillmentsm and Customer Caresm to determine whether a customer received a correct report while being treated in an appropriate manner. Eight providers surveyed surpassed the national average of 80.3% of the calls processed correctly.

To determine these results, Paisley 118 developed a statistically valid test sample that included business, residential and government requests. The sample included a number of new listings and listings with an expected “no find” result. Geographical distribution, call type and customer type were factored to produce a series of calls reflective of actual directory enquiries calling patterns.

Paisley 118’s UK Directory Enquiries Performance Index is the only industry report that is based upon a definitive, DQ-specific quality measurement process. As such, it gives companies a benchmark for assessing and improving their directory enquiries service. In addition to the UK Index, Paisley 118’s parent company, The Paisley Group, also publishes a US and a Canadian Index.

Paisley 118, Ltd. is the leading directory enquiries/operator services consulting company and the premier independent measurer of database accuracy, Customer Fulfillmentsm and Customer Caresm 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.

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