

## CASE STUDY

# Offshore tech support provides onshore relief during COVID crisis



### Introducing Interlinked.

Interlinked is one of Australia's leading and most respected information technology solutions providers, servicing Australian businesses from its Sydney headquarters.

Founded in 2002, Interlinked specialises in providing a holistic suite of Managed Services across Cloud and Infrastructure, Network Solutions, Business Continuity, Unified Communications and Digital Consulting to its wide pool of clients in the public, private and not-for-profit sectors.

Interlinked has over 45 staff in Australia including senior technicians, sales and marketing and operations personnel. A tech support team of five works offshore in Manila, Philippines via Staff Domain. This team provides level 1, 2 and 3 support, depending on the complexity of issues at hand. This team also delivers back-of-house monitoring and system checking to identify potential issues and correct them before they arise.

### The shortage in qualified IT personnel in Australia is real.

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Interlinked's growth over the last few years was rapid. As the business grew, so too did the demand for tech support – and in times of a disaster-triggered influx, the business struggled to cope with the volume of support tickets.

It became clear that it was time to bolster its support service delivery mechanisms to effectively deliver faultless round-the-clock IT support solutions, especially in times of dire need.

Interlinked knew it needed a team of highly qualified IT staff to receive, manage and monitor calls from its clients. The company launched a local recruitment effort which proved unsuccessful. It struggled to find qualified IT staff to fit its operational needs; they encountered several applicants who misrepresented their credentials; and the time to manage the whole process was taking the team away from its business-critical work.

Following this setback, Interlinked sought the expertise of Staff Domain. Interlinked had previously offshored its outbound telemarketing requirements to Staff Domain to help generate new business opportunities. This had proven successful and the Staff Domain team found the experience to be seamless – it made sense to brief the team on Interlinked's next offshore endeavour.



## The Staff Domain difference

This is where Staff Domain's capability to provide bespoke solutions came into play.

Staff Domain worked closely with Interlinked's Service Team Managers to put together a skillset matrix. These included an analysis of current onshore support staff and the mapping out of the roles required to fill in any critical skill gaps. Staff Domain then launched a recruitment campaign, shortly after which Interlinked appointed four highly trained and experienced tech support agents to levels 1 to 3 support tiers.

To further assist the time-poor management team, Staff Domain helped create all the processes around how all the calls are managed, answered, and escalated. Training on various software such as Autotask, Datto RMM and IT Glue were also facilitated, which resulted in faster onboarding. More importantly, Staff Domain provided thorough monitoring and support to ensure Interlinked's offshore team worked like a well-oiled machine.

Interlinked's onshore team now enjoys more bandwidth to take on core business functions and pursue higher income-producing activities.



## Interlinked enjoys:

- 😊 Higher ticket closure rates.
- 😊 Heightened availability.
- 😊 Improved customer satisfaction.
- 😊 Cost savings of up to 60%



*Staff Domain delivered an offshore tech support team at a time when we really struggled to do it locally. They provided invaluable support to help get our new recruits up and running quickly including the facilitation of processes and training. We always saw the value, but we didn't truly appreciate just how valuable Staff Domain was until COVID-19 hit. Processes shifted swiftly and smoothly, and their training of our offshore team shone through in the way they effortlessly handled our clients. We cannot thank Staff Domain and our offshore Interlinked team enough."*

**Carlos Da Conceicao**  
Director of Sales  
Interlinked



## Getting through COVID-19

During the COVID-19 outbreak and Australian government-initiated lockdown, Interlinked was flooded with service requests. 90% of its clients needed to urgently shift their workforce to work from home. This is where Interlinked's offshore team became the front line for client calls.

All calls were routed to its Manila-based offshore team of tech support agents. From there, the calls would be channelled to the appropriate onshore teams to handle them or tickets were created on the fly and put in the right queues. The agents reached out to customers to pinpoint which tickets require Interlinked's urgent attention. This process proved to be effective, as the offshore team also got to hear about customer feedback, avoiding any further delays in issue resolution. As a result, Interlinked is able to monitor and quickly act on urgent tickets that could potentially break the SLA and have them escalated internally.

Partnering with Staff Domain gave Interlinked the upper hand in handling calls, resolving issues in no time, and offering holistic tech support across the board. In fact, it had all the help and resources it needed to service its clients' needs even during after-hours. Plus, having its Staff Domain-hosted team in Manila gave Interlinked more capability to resolve issues with minimum overhead expenses.



To learn how offshoring can help your business, please contact Staff Domain: [www.staffdomain.com](http://www.staffdomain.com)