



# Offshore tech support provides onshore relief during covid crisis



Interlinked is a leading information technology solutions provider. 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 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 is real.

Interlinked was experiencing a period of rapid growth. As the business grew, so did the demand for tech support. When it faced a disaster-triggered influx of support requests, the business struggled to cope with the volume of tickets. It quickly became clear that it needed to bolster its services to effectively deliver 24/7 support.

Interlinked needed a team of highly qualified IT staff to receive, manage and monitor calls from its clients. The company launched a local recruitment effort, but struggled to find qualified IT staff to fit their needs. Additionally, the time required to manage the process was taking the team away from business-critical work. Following this setback, Interlinked sought the expertise of Staff Domain. Interlinked had previously offshored its outbound telemarketing requirements to Staff Domain. This had proven to be a successful and seamless experience – it only made sense to brief the team again on their next offshore endeavour.

## Interlinked now enjoys

Higher ticket closure rates.

Heightened availability.



Improved customer satisfaction.

Cost savings of up to 60%

## The Staff Domain difference.

Staff Domain worked closely with Interlinked's Service Team Managers to put together a skillset matrix. This 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 team, Staff Domain helped create the processes around how calls were managed, answered and escalated. Training was also provided on various software such as Autotask, Datto RMM and IT Glue to speed up the onboarding process. Throughout, Staff Domain provided thorough monitoring and 100% support to ensure Interlinked's offshore team functioned 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.

## Getting through COVID-19

During the COVID-19 outbreak, 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. As a result, Interlinked was 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. Having an offshore team gave them the help and resources needed to service clients after-hours, and extended their capability to resolve issues with minimum overhead expenses.

## Onwards and upwards

Today, Interlinked has invested further in its offshore team. It boasts a sales and marketing team that is ultimately responsible for building marketing assets, driving engagement opportunities and building a funnel of new business leads. Their offshore tech, sales and marketing team work closely together. This not only fuels a deeper understanding of their employer's systems and processes, but also helps them feel a strong sense of camaraderie onshore and off.



**Carlos Da Conceicao**  
Director of Sales  
Interlinked

**"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."**