



A DDC OS CASE STUDY

PR Software

Multilingual Database
Management

Overview

This client is a leading PR software and service provider, covering all aspects of their customer's communications needs, helping them reach, target, engage and measure their audiences. The business aims to navigate today's media more effectively with its next-level solutions for communicators.



**Multilingual Database
Management**

**It's a
Success!**

Data Accuracy
94%





"They knew they were partnering with a provider that they trusted and could rely on to deliver the results".

Clients Needs

The client has a large media database covering contact details from journalists across the world.

With such a vast collection of data across multiple languages that needs regular maintenance, the client realised they needed an outsourcer to handle their needs, and their first choice was DDC OS. Having worked together previously, they knew they were partnering with a provider that they trusted and could rely on to deliver the results.

Their requirements included sourcing candidates for specific languages, initially Nordic. At first, the client thought it was "practically impossible" to source the required quality they needed. However, they quickly realised that we were able to achieve this through our multilingual hub.

With the correct people in place to work in the relevant languages, the team would be required to conduct detailed research, update the relevant systems and deliver updates to the relevant individuals.

Our Solution Summary

We delivered a multilingual service, covering calls, webchat and email to help collect data and update the client's vast database to ensure it held sufficient and the most up-to-date information on journalists.



Handling outbound customer contact via calls, webchat and email in Swedish, Finnish, English, and Dutch.



Fast and flexible implementation process with ongoing adaptation to suit the requirements in real-time.



Representing the client's company values and brand ethos throughout the customer experience.



Providing insight based on the information gathered within the omnichannel customer service software.



Delivered across Bosnia & Herzegovina and Serbia.



Transparent and ongoing communication with direct access to the whole team for effective collaboration.



Detailed research across digital platforms.



KEY SUCCESS POINTS



Our team seamlessly integrated with the client to become an extension of their team.

96%

Timelines target of 90% was met and exceeded with an average score of 96%.



Accuracy and quality of data consistently met the agreed service level.

94%

Data Accuracy target of 90% was exceeded with an average score of 94%.

Client Testimonial

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“The quality of candidates was excellent; from day one, it felt like these team members were part of our internal team. If ever there was an issue, I was always given a set of solutions; it really was the best collaboration I’ve ever had. DDC OS just do it.”

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The Data Solutions Centre,
Manton Wood Enterprise Park,
Worksop,
Nottinghamshire
S80 2RT

☎ 01909 488600

✉ enquiries@ddcos.com

🌐 www.ddcos.com

 [/company/ddc-os](https://www.linkedin.com/company/ddc-os)

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