



LiveLine telephone counselling and advice service

What do Mystic Meg, agony aunt Deidre Sanders and Broadsystem, have in common? The answer is LiveLine, a unique network of personal counsellors linked through Broadsystem to callers throughout the UK. Our LiveLine counsellors provide telephone advice on astrology, life coaching, psychic readings, sex therapy and personal issues.

How does it work?

A session begins with the voice of the appropriate newspaper columnist welcoming the caller to the service. Before continuing, the call costs of £1.50 a minute are detailed, followed by an instruction to press '5' to accept the call costs.

Callers are given the option to select their astrologer or psychic reader, according to an identification code. Many people like to return to a specialist they have spoken to previously but, if that individual is not available, they can terminate the call or be referred to an alternative consultant.

Readings can last up to 20 minutes. During the call a 'beep' sounds every five minutes to keep track of the time. At 17.5 minutes there is an alert to the fact that the call will shortly terminate. The counselling service is operational between 9am and 9pm, seven days a week and the astrology and psychic services work from 9am to midnight.

All consultants are given comprehensive training on the Independent Committee for the Supervision of Standards for Telephone Information Services (ICSTIS), a dedicated code of practice handbook and full technical support.

For LiveLine, the credibility and respectability assured by its close association with ICSTIS is an important endorsement of its insistence on high standards and its attention to customer service.

The LiveLine Consultants

All the consultants working for LiveLine are fully trained professionals and are highly respected in their individual fields. They are recruited from established organisations: The British Association for Counselling and Psychotherapy; the Astrological Association of Great Britain, the Company of Astrologers, the Faculty of Astrology and the British Astrological and Psychic Society. Due its high standards, LiveLine has become the most successful and respected service of its kind.

Caller Care

Caller care is a high priority at Broadsystem for LiveLine, so tried and tested procedures are in place to handle any caller dissatisfaction. An unhappy caller is referred instantly to the LiveLine Help Desk at Broadsystem's Bristol contact centre. If, after investigation and response to a complaint, a caller is still not happy with an astrologer's or psychic's reading, a full refund is offered.