

Home Emergency Assist offers a wide range of insurance services to homeowners and landlords, and complete home emergency cover. Its busy contact centre needed a user-friendly, agile cloud system.

Industry Sector

Insurance

Project Objectives

A fully-featured cloud contact centre platform was required, with an integrated inbound and outbound capability. It had to be easy to use.

“We looked at various suppliers and chose **rostrvm** because we liked its flexibility and powerful reporting system.”

Neil Linington, Head of IT, Home Emergency Assist

Home Emergency Assist (HEA) is based in Bournemouth, Dorset. Its insurance services include boiler and appliance repairs, as well as home emergency cover.

Several thousand customers rely on Home Emergency Assist and receive the benefits of its protection, such as access to an extensive network of gas safe engineers, plumbers, locksmiths, drainage experts and other specialist tradesmen nationwide.

In the contact centre, HEA has a Customer Services team, a dedicated claims line and sales. They now benefit from a **rostrvm cloud** solution, which includes:

- Inbound contact handling with intelligent IVR options, queue management and skills-based, multi-channel ACD.
- Outbound contact management.
- Multichannel capabilities, including social media and email.
- Call recording.
- Performance management and optimisation.
- UK-based service and support from Rostrvm’s experts.

The challenges

Neil Linington, Head of IT at HEA, said: “Our business has grown and the system was limiting us in several respects because it didn’t have the functionality we needed. We wanted a fully-featured cloud contact centre platform with an integrated

inbound and outbound capability - previously we just had an outbound dialler.”

As well as requiring an agile platform, HEA also wanted it to be easy to use, so that they had more control and could make changes when needed.

The solution

Neil Linington explains: “I’d used **rostrvm** previously and knew it could do what we needed. We looked at various suppliers and chose **rostrvm** because we liked its flexibility and powerful reporting system. The greatest benefit is the integration between inbound and outbound – before we had two separate teams.

“Now, **rostrvm** integrates everything on about 10 different lines - inbound calls, web leads being loaded, feeds from aggregator sites, social media, existing campaigns etc. It provides different scripts to our advisors, which show where their contact has come from, so they can personalise their response.”

rostrvm has enabled HEA to provide a blended operation.

The results

The **rostrvm** intelligent performance management system displays call flows and volumes, showing when peak times are and when more agents are needed, so

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Case study continued:

Highlight

rostrvm has enabled HEA to provide a blended operation. We're converting and retaining more customers.

In conclusion

Inbound, rostrvm has enhanced our customer service offering. Outbound, HEA can tailor-make a strategy that adds value.

“**rostrvm** is next generation but it allows us to be able to adjust things ourselves. That said, Rostrvm's support is also readily and quickly available.”

**Neil Linington, Head of IT,
Home Emergency Assist**

managers can make informed decisions and blend.

HEA can use skills-based routing, allocating advisors who are multi-skilled to different tasks – and they don't have to log out and in again.

Neil says, “Inbound, **rostrvm** has enhanced our customer service offering. For example, we can reduce the impact of abandoned calls because we have a Queueback system, where we can offer people the option to be called back. We can capture contact details and dial out to them, often resulting in a sale, because we've been able to answer their questions.

“We've improved our self-service facility on-line so that website visitors know it's easy to talk to us if they want too. We can catch their details and call them at the time of sale, if appropriate, or as part of our after-sales support, checking that they are happy and have everything they need. We're converting and retaining more customers as a result.”

Outbound, HEA can tailor-make a strategy that adds value, rather than just have a dialler going through the numbers randomly. It can input different re-dial rules and make changes, depending on the type of campaign running, and has control over where the resulting data gets sent.

Neil Linington said: “**rostrvm** is next generation but it's also user-friendly, allowing us to be able to adjust things ourselves, without having to go back to the supplier every time. That said, their support is readily and quickly available; they provide a one-stop-shop, which makes it easy. We can write our own reports and extract information.

“We're delighted by how much we can get out of **rostrvm**. We're looking forward to rolling out more of the product's features going forward.”

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rostrvm



Just add rostrvm

rostrvm simplifies your existing call centre and back office technology and processes so that they play well together. We do this with innovation and flexibility; qualities that are all too rare in a market that is largely served by traditional offerings from the traditional vendors with the traditional limitations.

We deliver tailored solutions and a unique combination of benefits that leave our competition standing:

- Commercial frameworks that really benefit your business. **rostrvm** works on site or hosted in the cloud and can be acquired on a capex, opex, subscription or pay-per-use basis.
- Support and improve any telephone system and IT environment. Why throw away your existing investment when you can enhance it cost effectively and with minimal risk?
- A truly integrated platform that supports truly integrated functionality. One administration, configuration and information environment for total control of inbound, outbound and back office contact and processes.

Our company

We're a British software company. We design, develop and support the **rostrvm** suite of applications and have a dedicated team of experts all based in Woking, Surrey UK.

We have a very demanding and loyal customer base that relies on us for the provision and support of their core call handling and process management functions. See our website for more case studies.

As a privately-held company we maintain a strong culture of independence, which is increasingly rare in our market sector. We see our independence as a major benefit to our customers and partners - it guarantees the openness of our technology and the objectiveness of our approach and advice.

What now?

You can find out more about us and what we do on our website. If you like what you see why don't you drop us a line or give us a call to arrange a meeting? We'll make it worth your while.

All of our people are call centre and process management experts with years of experience. We're used to dealing with all sorts of people, from those who know exactly what they want to those who haven't got a clue!

We don't have all the answers but you can be sure of the knowledgeable approach and the can-do attitude that consistently meets and exceeds the expectations of our customers, so they can do the same for theirs.

We look forward to hearing from you soon.