



The customer services team at St. Helens Council, Merseyside, are the first point of contact for people looking for assistance across the whole range of council-related issues.

Industry Sector

Public sector

Local Government

Project Objectives

The council contact centre was looking to reduce its footprint, be secure and robust, provide flexibility and be cost-effective.

“We needed greater control over our systems and more features so that we could engage effectively with customers and improve overall efficiency.”
Karen Gillis, Customer Relationship Manager

The team are committed to providing high quality, accessible services for all. The contact centre now benefits from a **rostrvm** cloud solution, which includes:

- Inbound contact handling with intelligent IVR options, queueing system and skills-based ACD.
- Multichannel capabilities, including text messaging, email, web chat.
- Call recording.
- Next generation performance management system.

The challenges

St. Helens Council’s contact centre wanted to upgrade its capabilities in order to provide high standards of service to the public going forward.

It handles a wide range of issues for residents and businesses and Customer Services includes the Revenues and Benefits team (for enquiries about Council Tax and Housing Benefit) and the First Response Team (for Health and Social Care).

Karen Gillis, Customer Relationship Manager with responsibility for transformation of front-line services and the contact centre, said: “We were limited by having to go back to the supplier when we wanted to change or try something – and we didn’t have a good reporting system.

“We needed greater control over our systems and more features so that we could engage more effectively with customers and improve overall efficiency.”

After considerable research and planning as part of a rigorous procurement process, the Council went out to tender with a detailed specification for potential suppliers.

To fit with their digital and environmental strategies, they were looking for a Cloud platform, which would reduce their footprint, be secure and robust, provide flexibility and be cost-effective.

The solution

Karen says, “We were looking for an agile solution that would provide us with versatility – such as being able to switch features when we needed them, and it had to be user-friendly.

“As a Council, naturally cost and high standards are prerequisites when selecting suppliers. We chose Rostrvm Solutions because of the quality and functionality of the product and the knowledge and expertise of the team. **rostrvm** has an advanced, intuitive interface and they gave us full training so that we feel confident working with it.”

In St. Helens, the Contact Cares Front Door also use **rostrvm** cloud. This is an integrated care approach where partners work together to improve people’s health and social care outcomes.

It’s a multi-disciplinary team and is made up of numerous professionals including social workers, nurses, therapists, housing and falls staff, who co-ordinate and carry out assessments from referral request.



Contact Cares use **rostrvm** cloud to help them deliver the right care, in the right place, at the right time. The cloud system is secure, reliable and user-friendly, and is available seven days a week. It provides a single point of contact for all Social Care and Adult Health referrals, and the first point of contact for Children referrals.

The Contact Cares team assess and determine the most appropriate services to meet the presenting need and activate those services. If services aren't required, Contact Cares will provide signposting, advice and guidance.

Highlight

Using **rostrvm** has reduced avoidable contact, provided quicker response times, removed the need for patients to repeat information, avoided duplication between teams and inappropriate referrals.

“We are continually developing the service to provide a single point of access approach for all health and social care referrals in St Helens.”
Carole Kilshaw, Assistant Director, Contact Cares

The results

The **rostrvm** system was embedded quickly and easily and has improved service delivery across all areas.

Karen Gillis explains, “For example, we can switch on the Callback facility during peak call times so that we can make outbound contact to help customers as soon as we're available. We can also use the QueueBack facility, which allows inbound callers to hang up but 'maintain' their position in the queue. We can route calls to the most appropriate person, for example, divert a person to our Blue Badge team. We can utilise our IVR to provide customers with self-service options. Rostrvm also accommodated a bespoke requirement with our PCI payment provider to ensure compliance.”

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Carole Kilshaw, Assistant Director for Contact Cares, said: “We are continually developing the service to provide a single point of access approach for all health and social care referrals in St Helens. This approach helps us to minimise the number of hand-offs for a client or the professionals dealing with them, and the provision of one number has helped us deliver on this.

“Calls are presented to an advisor, supported by the Liquid Logic Adults System (LAS) client database; it's all integrated and works together so that we can capture and share information.”

Pop-ups with the caller's individual record ensure the Contact Cares Advisor has the right information before they start the conversation, so that the call is as person-centred as possible.



Lisa Birtles, Service Manager at Contact Cares, says, “We can see details like how long a caller has waited, their contact history via a link to our client database and whether they’ve received an in-depth assessment or not. It allows us to know when, for example, a professional response is required from a nurse, therapist or Social Worker. The call can then be passed in real-time to a Multi-Disciplinary Team, who can co-ordinate an efficient and timely response.”

In conclusion

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Lisa Birtles, Service Manager, Contact Cares.

“The support from Rostrvm Solutions is second to none; they are straightforward and proactive; they have engendered the trust of the whole team.”

Karen Gillis.

Lisa adds, “We have call recording for training and quality purposes, which is particularly useful; we’ve recruited new staff and listening back is a great tool for learning and development. It assists us in delivering excellent customer service – and we also have evidence of exactly what was said.”

The intelligent performance management system enables St. Helens to see key information like how many calls they’ve received in a certain period of time. They can manage their own workflows and add functionality when needed, putting in scripts to use other options.

Karen Gillis concludes, “**rostrvm** gives us what we needed to have control and be independent. The support from Rostrvm Solutions is second to none; we feel comfortable with them as they are straightforward and proactive; they have engendered the trust of the whole team.”



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.