

Kirklees Council, Huddersfield, has a long-standing relationship with Rostrvm Solutions, having used **rostrvm** for nearly a decade.

Industry Sector

Public Sector

Project Objectives

The Council wanted an agile, multifunctional platform to enable it to provide a high standard of customer service across its operations going forward.

Kirklees is set in the heart of West Yorkshire, includes the two major centres of Huddersfield and Dewsbury - and has a growing population of some 425,500.

Around 300 people across multiple sites utilise the **rostrvm** platform. This includes Kirklees Direct (nearly all of the council's customer services) IT Support and Gateway to Care (adult social care and support services).

Kirklees Direct helps customers with issues including Council Tax and Benefits, Housing, Waste Services, Licensing and Pest Control.

There are 40 separate queues for different services and skills. They benefit from **rostrvm**:

- Inbound, IVR, skills-based routing.
- Multichannel, including email and SMS.
- Performance management.
- Call recording.
- Self-service.

Challenges

Kirklees needed to leverage better technology in order to provide a high standard of customer service across its operations.

It had a platform that wasn't fit for the purpose originally and so chose Rostrvm Solutions to provide one that would be multifunctional and robust, to take it forward.

Solutions and results

As **rostrvm** is multifunctional and agile, Kirklees have been able to use it and leverage the benefits as their needs change.

Angela Waterhouse, Senior Intraday Analyst at Kirklees, said: "One of the biggest benefits is being able to set priorities on queues. **rostrvm** skills-based routing enables us to improve the speed and overall quality of our customer service."

Agents have a mix of different skills on various profiles so that contacts can be routed to the most appropriate advisor. Many agents are multiskilled and handle more than one service on the contact centre platform.

People often want to talk to a human advisor but, for simple issues, they may prefer to self-serve. **rostrvm** IVR enables messages to be played, offering customers the option of channel shifting from phone on to the council's website. **rostrvm** can also identify mobile callers and send texts with website links.

Angela says, "This is great if someone wants to do a straightforward task like logging in a Housing repair request for example."

All operations are easily visible. Kirklees advisors have their own personal dashboards and **rostrvm** provides full performance management information.

To find out more call us on **01483 494690**, email enquiries@rostrvm.com or visit www.rostrvm.com

Highlight

“Data is increasingly valuable. The metrics give us a clear picture of areas which need improvement and this is passed onto the services we represent and allows them to redesign service delivery and improve the customer journey.”

Angela Waterhouse,
Senior Intraday
Analyst, Kirklees
Council

Angela says, “Data is increasingly valuable. The metrics give us a clear picture of areas which need improvement and this is passed onto the services we represent and allows them to redesign service delivery and improve the customer journey.”

She adds, “Rostrvm gave us the initial training so that we can make our own bespoke reports, which gives us control of the system and we can make quick changes depending on service needs.”

Kirklees uses call coding to be able to see what calls are about and set up outcomes. For example, instead of just viewing that there have been 100 calls on Highways, they can see that they related to drains and roads. This evidence helps them organise staff resources and services and swap them around more rapidly and cost-effectively.

Another benefit is having call recording within the **rostrvm** system, making it easy to find all calls relating to a certain issue or customer. We can search using phone numbers, by queue or by the call outcome that the agent has selected. Recordings are used for training, quality and compliance purposes.

Angela concludes: “Optimising service is about meeting contact demands promptly and effectively and ensuring staff are productive. **rostrvm** makes it easier to achieve this and we’re adding more of its features into our offering in the future.”

Conclusion

“**rostrvm** makes it easier to optimise service and meet contact demands promptly and effectively. We’re adding more of its features into our offering in the future.”

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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

Part of IMIMobile, we design, develop and support the **rostrvm** suite of applications with 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 contact handling and process management functions. See our web site for more case studies.

What now?

You can find out more about us and what we do on our web site. 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 contact 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.

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