

Coastline Housing is an independent housing association, which owns and manages over 4,300 homes. It now benefits from using **rostrvm**.

Industry Sector

Housing

Project Objectives

To provide strong support to increasing numbers of customers, via automated dialling technology and a feature-rich inbound system.

“Rostrvm listened fully to our business needs and ways of working, before delivering a solution that does what we – and our customers – need it to do. They can only do this because of their vast experience in the industry.”
Liam Williams, Customer Access Co-ordinator, Coastline Housing

Coastline Housing, based in Cornwall, is a not-for-profit housing association, which aims to build great homes and offer excellent services.

Its contact centre now benefits from a **rostrvm** solution, which includes:

- Inbound contact handling with intelligent queueing and skills-based, multi-channel ACD.
- An automated outbound dialling system for rental collections and reminders, including outbound voice campaigns to ensure tenants get timely messages, which help them to respond appropriately.
- Integrated text messaging, which can be used for appointment reminders, confirmations and improved tenant engagement.
- Tools to record contact and payment outcomes.
- The ability to analyse data using a configurable management information portal. The **rostrvm** performance management function ensures real-time visibility of operations and enables the department to tailor reports, use dashboards etc.

The challenges

Hand in hand with building great homes is the need to provide good support services to customers and Coastline’s contact centre faces huge daily demands. The number of properties being serviced by Coastline is increasing and, by the end of 2021, the volumes of customers calling the contact centre is forecast to rise by another 25%.

Inbound no two days are the same; the contact centre helps with anything from party disputes through to anti-social behaviour complaints. Mostly it’s payments, enquiries, property maintenance and sales calls.

Liam Williams, Customer Access Co-ordinator at Coastline, says: “To accommodate the requirements of our contact centre going forward, we needed to upgrade our phone software. We wanted it to have more functions and be robust and reliable.”

The structure of the Coastline contact centre is based around calls being received by the Customer Access Team. Liam says, “It’s all about First Time Resolution. We provide a call service, as well as social media channels like Facebook (which is very popular with our customers), Twitter and Instagram.

“We needed to provide customers with the information they want faster and we had to work smarter, to achieve more with limited resources. The business case for providing a better inbound system and automating services that didn’t need human interaction, like simple appointment reminders – to achieve more, was clear.”

Once it had pinpointed the changes required, Coastline went out to tender and chose **rostrvm**. Liam explains: “We preferred the flexibility offered by the product and the commercial terms. Rostrvm really engaged with us during discussions and came up with great ideas. They listened fully to the business needs and ways of working, before carefully configuring a solution that delivered what we – and our customers – needed it to do.

“They can only do this because of their vast experience in the industry, which they can draw upon to ensure the software delivers day-to-day, to meet our needs going forward.”

The solution

Rostrvm provided training so that staff had knowledge of how to use everything before they started and could be

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Highlight

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In conclusion

“Contact centres are all about engagement and Rostrvm are so willing to engage and be helpful – it’s that engagement that makes the difference and gets things done.”

Liam Williams, Customer Access Co-ordinator, Coastline Housing

confident from the outset.

Liam says, “We were really impressed with their training days – they have so much knowledge to impart. Rostrvm’s interface is much more user-friendly than the previous system – information is presented in a simple and straightforward manner at every stage of contact, which is appreciated by Advisors and customers alike - it reduces the time everything takes.”

Liam adds, “Contact centres are all about engagement and, for me, the team at Rostrvm are so willing to engage and be helpful – it’s that engagement that makes the difference and gets things done. They make regular visits here and add value at every step of the way. We always come away from our meetings with them with loads of ideas – they’re very exciting and productive sessions.”

The results

Using **rostrvm** is bringing talk and wrap-time down – and reducing wait times for customers. Calls are now answered faster by the Customer Access Team and there are higher rates of First Time Resolution. They’re able to use **rostrvm** scripts as prompts and for compliance where appropriate.

Voice recording is effective for training and checking conversations. They’ve got good integration of social media channels and have automated services where human interaction isn’t required.

Coastline’s automated payment line for customers was previously only available for online payments between 9-6pm; now it’s open 24/7 so they can make payments at a time to suit them. Liam says, “This has doubled the numbers of people paying online. It not only helps them get payments done quickly but also encourages them to pay on time and

reduces the number of calls Coastline’s Advisors need to answer.”

rostrvm was easy to configure to provide great reporting, both in real time and historically, so managers can get a clearer view of activities and share information.

Liam says, “It gives us much more clarity and allows us to provide the right detail to the right people. The way it’s presented has enabled us to articulate what we’re doing day-to-day, how our Advisors are performing and the ways in which that has helped customers. It’s much easier to explain to others what we’re trying to achieve with good data to back it up. We’re able to make informed decisions and proactive changes.”

rostrvm enables Coastline to use channel shift to help customers. Liam explains, “We’ve installed a new portal called My Coastline and we’ll be helping customers to self-serve using **rostrvm** IVR. For example, if someone is in a call queue to discuss their boiler not working, IVR messages can direct them to a video online with specific help to resolve the matter faster.”

Coastline are looking to use **rostrvm** Call back and Live Chat features in future too.



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 a wide range 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 our knowledgeable approach and can-do attitude that consistently meets and exceeds the expectations of our customers, so they can do the same for theirs.