

rostrvm delivers great contact centre functionality to Bedford Insurance.

Industry Sector

Insurance

Project Objectives

To provide greater contact centre functionality for staff, customers and compliance.

“The upgraded system is seamless and makes everyday contact centre activities more straightforward.”

Bedford Insurance is one of the UK's leading independent intermediaries. It compares the market and works with established companies to provide quotes for Car, Home, Bike, Van and all types of Commercial Insurance.

Customers can access Bedford Insurance's quick and easy online quotation system 24 hours a day, 7 days a week, for instant quotes and immediate cover. They can also call the customer service team at the contact centre, which has around 50 seats and 12 departments.

This now benefits from an upgraded **rostrvm** solution, which includes:

- Inbound call management.
- Outbound dialling.
- IVR.
- Call recording for training and compliance.
- Integrated SMS text messaging.
- Performance management system and reporting.

The challenges

Bedford Insurance needed greater functionality on its contact centre telecommunications system and wanted to make it faster and more user friendly for its staff for new business, renewals and overall service.

In order to provide customers with greater service the company wanted new channels of communication and was looking at text messaging.

Another challenge was that Bedford Insurance must record all calls for compliance and to play back for training purposes but the data file had become too large and therefore slow to access.

The solution

Rostrvm updated the system and provided a web browser where all configuration controls are in one location, making it straightforward to access by staff. They upgraded the database storage and this improved the speed of the system.

All three main services use the new **rostrvm** system – Commercial, Personal and Customer Service – and have their own wallboards and reports. Calls are channelled through the **rostrvm** IVR and customers are given menu options to choose from, before being put through to the best advisor using skills-based routing.

Rostrvm also implemented SMS text messaging to enable Bedford Insurance to contact customers quickly and simply on a channel that they use regularly. Harry Weinert, IT Manager, said: “The upgraded system is seamless and makes everyday contact centre activities more straightforward.”

Software used

rostrvm CallDirectorACD

rostrvm OutBound

rostrvm MultiChannel

rostrvm CallGuide

rostrvm AutoAgent

rostrvm AuditLog

rostrvm Manager

The results

The overall system is easier to maintain. Call recordings are now faster and easier to find and it's also quicker to pull reports off the system.

The **rostrvm** outbound dialler allows Bedford Insurance to contact people easily and it has been particularly useful for renewals, to remind people that their renewal date is approaching.

Harry explains, "We can upload lists and it will automatically put them in the correct campaign for us to edit and send the list appropriately."

The automated outbound SMS text messaging system is also being used for renewal reminders. Harry says, "We're very pleased with the way this is working and are planning to use SMS for other areas like sending friendly direct debit messages as well."

The new business departments mostly take inbound calls but can also use the new outbound functionality.

Harry adds, "The engineers and support team at Rostrvm are very helpful and approachable and have been great throughout the set-up and whenever we've needed them since."

Their cost-effective solution has given our contact centre greater control and the functionality to take it into the future. It enables us to provide excellent service to our customers."

Highlight

"Their cost effective solution has given our contact centre greater control and the functionality to take it into the future."

Harry Weinert
IT Manager
Bedford Insurance



Topic

Flexible commercials

Truly integrated functionality

Future-proof and cost effective

Highlight

Our applications allow our customers to work profitably, productively, efficiently and with accountability. Start from scratch or use rostrvm to work in harmony with your existing technology and add new features and functions at a fraction of the cost of other suppliers.

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 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 call handling and process management functions. See our web site 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 our stuff and what we do with it 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 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.



Rostrvm Solutions Limited is ISO 9001:2008 accredited for all business processes and procedures.

To find out more call us on **0800 6122 192** or visit **www.rostrvm.com**

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