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Industry Sector

Sport & leisure

Inbound & outbound contact

Project Objectives

To take Aston Villa's customer service offering to the next level, it needed to enhance the functionality of its call centre.

"Although a number of potential suppliers could fit our technical brief, Rostrvm took a holistic approach in order to fully understand our philosophy and needs."

Nicola Keye
Aston Villa

Aston Villa Football Club, based in Birmingham, was founded in 1874 and has played at its current home ground, Villa Park, since 1897. Aston Villa is one of the most successful football clubs in England with 19 major domestic honours, including seven league championships.

Aston Villa has thousands of fans who are the lifeblood of the club, and its Consumer Sales Department is extremely busy all year round. To enable its call centre to look after customers effectively going forward, the Club has implemented the **rostrvm** suite of applications.

It now benefits from:

- **rostrvm** Outbound - a platform independent predictive dialler, which supports structured, automated outbound contact
- **rostrvm** CallDirectorACD inbound contact management
- **rostrvm** CallGuide on the desktop with full scripting tools and process management functions to support agents through different types of calls

The challenges

Keeping the Aston Villa Consumer Sales Department at the top of its game is - like football itself - a constant challenge. In fact, the requirements of football contact centres are different to those supporting other market sectors.

To take Aston Villa's customer service offering to the next level, it needed to enhance the functionality of its call centre. The existing call centre application was outdated, inflexible and did not support features such as call recording and in-depth reporting, that could enhance operations in terms of rostering. The department was looking for a solution which could bring it bang-up-to-date and that had the flexibility to support future integration with its ticketing and CRM applications, which might then enable it to sell via an IVR platform.

Over a period of 18 months, the Consumer Sales Department had been making outbound phone calls to Aston Villa supporters to gain valuable feedback, improve their customer information and potentially up-sell. Whilst this activity had proved useful, dialing was on a manual basis and was extremely time inefficient.

The department wanted to improve its outbound efficiencies in time for the start of its season ticket renewals campaign, which left just seven weeks to sort it out!

The Club was looking for a contact centre resource which would help it to become more efficient in call handling, both inbound and outbound, to achieve the tangible results its business model required.



Case study continued:

Software used

rostrvm OutBound
rostrvm CallDirectorACD
rostrvm CallGuide
rostrvm SuperVisor
rostrvm AuditLog

Highlight

“The confidence Rostrvm displayed during implementation under tight time constraints - Project Plan to Implementation in just five weeks – proved that we had chosen the right partner and that anything is possible!”

“...it was paramount that we identified a vendor that understood our approach and were in it for the long-haul.”

Aston Villa

The solution

Nicola Keye, Head of Consumer Sales at Aston Villa Football Club, is responsible for delivering excellent standards of customer service to all its supporters, as well as ensuring staff have the tools needed to do their jobs well. Nicola sourced potential call centre systems' suppliers and was looking for one that could deliver future-proof technologies, in keeping with a customer-focused approach.

Nicola said, “We chose Rostrvm for several reasons. Aston Villa's Consumer Sales Department is not a typical contact centre but more its own micro-organisation, where call centre agents are multi-skilled in call handling, administration and fulfillment. It was always very clear to us that an off-the-shelf solution would not suit our needs and our brief was to source an application that our agents could feel comfortable in using without upheaval, even though the implementation of a scripted call centre solution would mean a huge cultural shift for our personnel.

“Although a number of potential suppliers could fit our technical brief, Rostrvm took a holistic approach in order to fully understand our philosophy and needs. They made every effort to understand how we deal with our business and look after customers and met our requirements with a "can do, will do" attitude from the outset.

“Importantly, Rostrvm understood our concerns - the fact that this was a huge leap of faith for us and an enormous cultural change for our staff. Rostrvm offered us a no obligation "try before you buy" trial, allowing us both to evaluate whether the overhaul of our existing telephony system was going to give us worthwhile results.”

The trial was initially focused upon outbound service calls but included the full **rostrvm** system's functionality, should Aston Villa decide to implement the technology throughout its contact centre. This allowed them to structure their phone calls through scripting, record calls for monitoring and training purposes, and have full report functionality per campaign and user, enabling them to gain a thorough understanding of the contents of calls through "Business Outcomes".

The trial was a huge success and Aston Villa went ahead with a full roll-out for inbound calls.

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In conclusion

“Rostrvm has displayed that exact attitude and are dedicated to improving our operations WITH us.

Whenever we have needed them for technical or operational advice, someone has always been available to assist. It’s a very successful partnership.”

“It was always very clear to us that an off-the-shelf solution would not suit our needs and our brief was to source an application that our agents could feel comfortable in using without upheaval....”

Aston Villa

The results

Nicola explains, “The benefits to the Consumer Sales Department have been vast and not just in financial terms. Rostrvm has such a strong belief in the ability of its solution to meet with our exacting needs, which is borne out of its huge experience working within the contact centre industry. The confidence Rostrvm displayed during implementation under tight time constraints - Project Plan to Implementation in just five weeks – proved that we had chosen the right partner and that anything is possible!” The benefits to Aston Villa’s Consumer Sales Department from the **rostrvm** implementation include:

Financial: The trial period proved that outbound calling *does* work and paid for itself many times over!

Familiarity: The implementation of an automated call centre was a cultural shift for the department’s staff, particularly those who had worked there for many years. Rostrvm designed the application to look very similar to the existing CRM system, which was a great help. The Outbound trial also helped with familiarization prior to going live throughout the contact centre.

Workflow Efficiencies: Outbound calls increased in efficiency three-fold and contact centre agents have become more mindful of the time they are spending per call and are more productive.

Scripting: This has improved the quality and structure of calls. It helps the call centre agent to touch upon key topics during inbound and outbound conversations and provides more standardization of calls.

Call Recording: Training/monitoring processes are much more efficient and it has helped the department to understand customer trends/concerns at a higher level.

Reporting: This enables the department to gain a thorough understanding of the make-up of its calls, including: why customers are calling, when they are calling and how the call centre agent is performing. It is proving invaluable.

Resourcing: Scientific analysis of peak call times, as well as lulls, has enabled the department to be more efficient in staff resourcing and planning for administration/project activities.

Future Development: The promise of a fully automated IVR system for ticket sales is a reality, as is full integration to improve the integrity of outbound data prior to calls.

Nicola concluded, “Aston Villa Football Club's philosophy is not one of choosing a vendor but one of working in long-term partnership with our suppliers. It is testimony to that ethos that many of our key software providers have worked with us for over 10 years. So, when choosing our call centre application, it was paramount that we identified a vendor that understood our approach and were in it for the long-haul”.



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. They include Aviva, Cable & Wireless, EDF Energy, London Borough of Wandsworth, Next Directory, Nottinghamshire County Council, RAC, Telefocus and West Bromwich Building Society to name a few.

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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