

Case study: BH Live

BH Live is the south coast's leading leisure and event operator and social enterprise.

Industry Sector

Leisure and Entertainment

Project Objectives

To keep up with customer demand across a growing number of touch points; social, telephone and face-to-face.

“Rostrvm took the time to understand our challenges, help shape our pilot - and stayed with us throughout the trial to fine-tune and improve our service. Our pilot was not only a roaring success but also gives us a competitive advantage for future contracts.”

Matthew Goode,
Head of Marketing

BH Live's expertise ranges from staging live entertainment and events, major conferences and exhibitions, to operating leisure and sports facilities.

Its health and fitness business has grown significantly since 2010, rising from 6,000 members across four venues to 34,000 members across 13 venues. Its largest facility, Littledown, has around 30,000 visits per week and is one of the UK's busiest sports and leisure sites.

BH Live's contact centre now benefits from **poweredbyrostrvm** cloud software, which includes:

- Inbound contact handling with intelligent queueing and skills-based, multi-channel ACD
- Webchat
- Outbound contact management
- In-call scripting
- Call recording and retrieval
- Operational and business outcome reporting with real-time displays and dashboards
- UK-based service and support from Rostrvm's experts

The challenge

Matthew Goode, Head of Marketing, explains: “One of the main challenges we faced was keeping up with customer demand across a growing

number of touch points; social, telephone and face-to-face. As we expanded across the south coast, the volume and complexity of customer contact, together with the need to be responsive, accurate and efficient, meant we could no longer rely on a traditional approach. It was also becoming clear that our telephone system and infrastructure wasn't going to cope with the rising demands or provide the business intelligence to assist the management and distribution of calls that we received each day.”

Customer contact through telephone enquiries ranged from new memberships to membership cancellations. At least half of all telephone calls related to class bookings, changes and class cancellations, with a further 30% of calls relating to general queries such as centre opening times and pool sessions.

Frontline employees frequently found themselves having to juggle between a constantly ringing telephone and queues of customers wanting to pay for an activity within the venue.

The need to free up staff to deliver a positive face-to-face experience for customers was clear.

Another requirement was to improve telephone answer rates and reduce wait times.

Goode said, “We rapidly needed to address our customer experience, both in venue and through our telephone and social channels. We also wanted to encourage customers to self-serve using our mobile applications for class bookings and utilise automation agents to better manage basic enquiries, allowing our skilled agents to deliver high service standards. Finally, we wanted to improve our operating model for employees who are customer-focused but often found they were having to let down telephone enquiry customers while helping those in venue.”

The solution

Rostrvm and BH Live devised a strategy which included channel shifting customers from telephone enquiries to online and self-service.

Following a three-month pilot to trial the platform and refine its approach, BH Live has launched a dedicated customer contact centre, providing customer service across its whole health and fitness estate. Operating seven days a week, calls are routed based on enquiry profile, with various methods to encourage self-service and text message links to centre opening and pool timetables.

Goode says, “The team at Rostrvm took the time to understand our challenges, help shape our three-month pilot and, most importantly, stayed with us throughout the trial to fine-tune and improve our service. We used new insights from the rich analytics the **rostrvm** platform provides, which ensured that our pilot was not only a roaring success but also gives us a competitive advantage for future contracts.”

The results

Today, customers can call a venue and are routed through to BH Live’s customer contact centre. Its in-venue team and customers now enjoy a dedicated service without ringing telephones causing distraction or service compromise. Employees across the organisation have been trained on **rostrvm** to provide seamless support with its new multi-channel approach to customer contact. It has also launched WebChat, which is very popular and complements the social media channels.

Contact centre employees confirm that the **rostrvm** scripting tool is helpful and easy to follow. Liz Soffe, Customer Service Manager, says: “You can hover over the icons on-screen to see what they do, which is handy when you’re on a call. The phone book is useful too, especially when looking for colleagues at other venues in the outbound call section.”

BH Live uses the **rostrvm** outbound system to follow up on promotions, such as making calls to customers who have had a five-day trial pass to use its leisure facilities. The outbound dialler is set to automatically call customers and report on the outcome of each communication.

Highlight

“Using rostrvm, the contact centre is now able to channel shift callers to either self-serve online, or use Webchat. This is great because often customers prefer this and it also reduces queues during peak times and smooths out call traffic flow.”

Liz Soffe, Customer Service Manager

In conclusion

“Customer satisfaction has increased dramatically; we’ve been bombarded with positive comments about the speed of answering calls. Colleagues across our venues have also told us that they feel very positive about the changes and can focus on providing a good face-to-face customer experience.”

Matthew Goode, Head of Marketing

Liz adds, “Using **rostrvm**, the contact centre is now able to channel shift callers to either self-serve online, or use Webchat. This is great because often customers prefer this and it also reduces queues during peak times and smooths out call traffic flow. It has made things easier for both us and our customers.”

Now, using **rostrvm** performance management, BH Live can also analyse the types of calls received and organise them to provide a better service. The metrics enable managers to set staffing levels in line with call volume and provide skills-based routing to suit the calls. The technology also ensures consistency across all service lines.

Goode is delighted with the results, explaining: “Customer satisfaction has increased dramatically; we’ve been bombarded with positive comments about the speed of answering calls. Colleagues across our venues have also told us that they feel very positive about the changes and can focus on providing a good face-to-face customer experience.”

Call answer rates are around 96%, with wait times typically under 30 seconds. Call abandon rates have significantly dropped too.

BH Live has since incorporated another four venues into **rostrvm**, increasing calls from around 2,000 to about 5,000 a week. They are now evaluating the platform for their ticketing operation, with a view to bringing teams together to drive customer improvements through a joined-up service (over 60% of their leisure customers regularly attend shows and events at their venues).



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.