

rostrvm is just the ticket for Sadler's Wells and it's busy contact centre.

Industry Sector

Theatre & Venues

Sadler's Wells is a world leader in contemporary dance, bringing the very best of international and British productions to audiences at its three theatres in London and on tour. It has two venues in Rosebery Avenue - Sadler's Wells and the Lilian Baylis Studio - and one in Holborn, the Peacock theatre.

The company needed to be able to check and measure its call centre performance, including monitoring the number of calls waiting, answered, lost etc, and viewing weekly and daily statistics.

Project Objectives

To improve contact centre functionality to better serve customers and improve tickets sales.

The company has a strong customer service ethos. As a thriving arts organisation and a registered UK charity, Sadler's Wells earns approximately 70% of its income from ticket sales. Around half a million people come to see its fabulous performances each year.

The existing system didn't have the capability to achieve these things so Sadler's Wells approached Rostrvm Solutions, amongst other suppliers.

The solution

The **rostrvm** platform was chosen, not only because it had the required functionality but also it could be completely integrated with Sadler's Wells' existing system. **rostrvm** had features which could be rolled out in the future, as needed, too.

Sadler's Wells' busy contact centre is scalable, with a maximum of about 20 seats at peak times of the year. It now benefits from the following **rostrvm** solutions:

Bruce Moore, Ticket Office Systems Manager at Sadler's Wells, said: "Rostrvm proposed a very easy-to-use solution, as well as comprehensive training, to ensure we could go live with the software smoothly and require very little on-going support."

- Inbound call management.
- Intelligent queuing and menu options.
- Outbound calls for customer service communications.
- Performance management tools.
- Contact centre performance dashboards.
- Business outcome reporting with real-time and historical MI.

"Rostrvm proposed a very easy-to-use solution, as well as comprehensive training, to ensure we could go live smoothly and require very little ongoing support"

The challenges

Sadler's Wells wanted to improve the functionality of its telecommunications system, to better serve customers and increase ticket sales.

Case study continued:

Software used

rostrvm CallDirectorACD

rostrvm OutBound

rostrvm CallGuide

rostrvm AutoAgent

rostrvm AuditLog

rostrvm Manager

The results

One of the chief benefits of implementing **rostrvm** was that there was minimal alteration required to the existing set-up apart from adding users (a very simple and straightforward task). This gave considerable cost savings on infrastructure and implementation.

Bruce says, “**rostrvm** is straightforward to manage on a daily basis. The call centre has a few different lines, which allow us to provide greater levels of customer service.”

Customers and contacts use separate lines for the Sadler's Wells Theatre/the Lilian Baylis Studio and the Peacock theatre. There is a dedicated sponsor line for communicating show information to corporate sponsors and also a separate membership line, which is routed mostly to the membership secretary.

A further enhancement to customer service is that there is now a dedicated helpline for the website, which customers can call if they have online related queries. Sadler's Wells can issue tickets or talk them through the transaction on the phone if required.

Highlight

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Bruce Moore
Ticket Office Systems Manager
Sadler's Wells

Sadler's Wells is able to answer the majority of calls fairly quickly but they now have the **rostrvm** call queuing and IVR system, which is especially useful at peak times of the year. Customers are given a menu of helpful options to choose from, some of which save them from needing to wait for an advisor, such as being able to select information on show times, directions etc. They are also given important details about data protection requirements whilst in the queue, so that, if they've already done this before, they don't have to waste time going through them again with the ticket sales representative. Naturally, if they do have to wait for an advisor, suitable Sadlers' Wells background music is played to them!

Another benefit of having **rostrvm** is that Sadler's Wells uses the performance management system. They run weekly stats to provide ongoing reporting for the management team. Bruce says, “We analyse information like how many calls are received; tickets sold; money taken etc and this enables us to see where we can make improvements to our operations. We can use it for training also. We're very happy with the **rostrvm** solution. It's a great help.”

In the future Sadler's Wells hopes to roll out more **rostrvm** functions. Currently it makes some outbound calls, such as in the unfortunate event that a performance has to be cancelled, but it is looking into using the dialler functions to greater effect. It is also considering automating email communications and using call recording for quality assessment and compliance.

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

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rostrvm



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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