



Kirklees Neighbourhood Housing (KNH) provides and manages housing services and is using rostrvm to improve productivity, customer relationships and results.

Industry Sector

Housing
Client contact

Rostrvm Solutions has drawn on its vast experience in contact management to address the challenges for the Housing sector posed by Universal Credit. It now offers contact technology which deals specifically with the increasing demands made on businesses like housing associations in areas such as collections and controlling costs.

There is no doubt that Universal Credit will have a massive impact as it's rolled out, especially with the onus being put on Housing Associations to collect tenants' rent. Smart organisations are putting technology in place to mitigate its effects and build supportive relationships with their contacts.

Kirklees Neighbourhood Housing (KNH), based in Huddersfield, provides and manages housing services and is using **rostrvm** successfully in contact with council homes and estates to improve productivity, customer relationships and results.

Its customer service team now benefits from:

- inbound contact management with skills-based routing
- agent support on the desktop, with CallGuide scripting tools and process flow management
- ResourceBroker for task blending
- call recording and retrieval
- real-time and historical management information and analysis tools
- email and SMS blending
- office or home working

Future plans include a full outbound contact system and expansion to the Rent Assist team.

Elizabeth Firth, (Customer Support Manager) at Kirklees Neighbourhood Housing, says 'There are 18 advisors currently benefitting from using **rostrvm** services for Inbound and we're working now on Outbound for collections and reminders. To meet the needs of our customers and those new requirements created by Universal Credit we're also expanding rostrvm to our Rent Assist team to accommodate evening calls.'

The challenges

Kirklees Neighbourhood Housing (KNH) has a mission, which is to provide quality homes and services in successful communities. To achieve this, its customer services team at the contact centre play a frontline role. KNH was ready to add to its contact centre offering as its needs have grown since it first started using rostrvm in 2010.

On average KNH is taking 2,400 calls per week and peaks in demand vary according to circumstances. With the introduction of Universal Credit, the workload will increase still further. As it will be the tenant's responsibility to ensure they pay their rent to their landlord on time, there may be various financial management issues that arise, including greater rent collection expenses and, possibly, legal costs. To reduce these challenges and costs a proactive communication channel between KNH and its contacts needed to be set up.

KNH wanted to ensure that it can communicate even more proactively to inform, educate and support tenants and maximise collection rates and control costs. Rather than massively increasing its workforce it talked to Rostrvm about using technology to make contact in an efficient, customer-friendly and effective way.

Mission

**Kirklees
Neighbourhood
Housing (KNH) has a
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"We're delighted with the benefits that the **rostrvm** suite provides, both to Kirklees Neighbourhood Housing and its customers."

Elizabeth Firth
Customer Services Manager
Kirklees Neighbourhood Housing

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Software used

rostrvm CallDirectorACD

rostrvm ResourceBroker

rostrvm OutBound

rostrvm CallGuide

rostrvm SuperVisor

The solution

Rostrvm listened to the needs that KNH had and agreed an upgrade and add-ons to the functionality and flexibility of its system. This matched the new requirements in line with KNH's core values of caring and valuing both its customers and staff.

rostrvm was deployed, giving KNH the tools it needs to put appropriate contact strategies in place, with the right levels of automation and control.

This included giving customer service advisors the flexibility to work either from the office or home, using the same system, to facilitate extending the opening hours into the evening and ensure the operation is well-resourced.

Inbound contact management with skills-based routing and queue functionality, as well as **rostrvm** CallGuide has been implemented, providing customer service advisors with scripts for effective call handling. Call recording and retrieval has been added and real-time and historical management information and analysis tools.

Rostrvm's ResourceBroker enables efficient task blending, proactively assigning relevant resources at peak times. It automatically fine-tunes the balance between real-time resource availability and current demand across multiple media and tasks. It provides continuous monitoring of critical performance criteria with dynamic allocation of resources, based on business rules.

KNH is also deploying **rostrvm** for Housing Outbound dialler, which uses information from its existing systems to make proactive contact with its tenants in a sensitive, structured and well-managed way. The outbound dialler can be programmed to deal with the whole spectrum of new requirements and complies with Ofcom and ICO regulations.

The results

CallGuide scripting supports advisors in communicating consistently and effectively. Scripts help to ensure compliance and improve the chances of achieving higher first call resolution rates. CallGuide allows advisors to maintain good relationships with their contacts using all the available information, no matter where that data is held. It can be integrated with other desktop applications, so advisors are presented with less screens and processes to go through to get to the data they need to resolve the call. This helps them do their job better, faster and with confidence.

Highlight

ResourceBroker proactively and appropriately assigns advisors.

The contact centre reacts quickly to changes in call volumes as circumstances dictate.

KNH can analyse real-time and historical reports (both on the team and individual's performance) and measure success. They can check what is happening on calls and how scripts are being received by customers. Business-outcome management information can be generated to complement their operational performance statistics. The results can be used to modify scripts if necessary and this ensures KNH advisors keep up with changes in regulations and compliance issues as well.

ResourceBroker proactively and appropriately assigns advisors at peak times via blending. This enables the contact centre to react quickly to changes in call volumes as circumstances dictate and have the right advisors on hand at any time, allowing them to confidently take and make calls in a more relaxed environment. Email blending is also being added so that customers are well looked after online and on mobile as well. They will also be able to use self-service options.

As a result, customers' needs are answered more quickly and, when there are queues, they are given clear and concise IVR options, which can be changed when required. The IVR also provides information to customers whilst they are queueing or on hold. Their enquiries are then directed to the right advisor via Rostrvm's skilled-based routing. KNH are also introducing the ability for contacts to request a call back.



rostrvm for Housing Outbound will help KNH manage and increase effective contact with tailor-made messages to maximise collection rates. Tenants can be contacted in the most appropriate way for them, using Rostrvm's sophisticated contact rules engine.

Further benefits include:

- Advisors will be able to keep tenants updated on new legislation changes and their effects.
- Advisors can automatically remind tenants before the Universal Credit payment is due and follow up afterwards, so that it can't get forgotten.
- An email or text can be electronically delivered to the tenant to remind them of key dates and payments.
- Payments can be collected safely and securely over the phone.
- Contact activity and outcomes are captured for every contact, building up a complete history of call record.

Highlight

Rather than massively increasing its workforce it talked to Rostrvm about using technology to make contact in an efficient, customer-friendly and effective way.

Elizabeth Firth adds,

"After Outbound social media integration is on the list for the future. We're delighted with the benefits that the **rostrvm** suite provides, both to Kirklees Neighbourhood Housing and its customers."

Available on-site or in the cloud, **rostrvm for Housing** is quick and straightforward to deploy. It overlays the existing telephone and IT systems to leverage investment in technology and minimise operational risk.



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 Autonet, Vodafone, EDF Energy, London Borough of Wandsworth, Next Directory, *One-Sure* Insurance, RAC, Aston Villa Football Club 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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