

Case study: Anglian Home Improvements

Anglian provides double glazing, doors and conservatories, as well as other quality products, nationwide.



Industry Sector

Home Improvements

Project Objectives

The legacy dialler was no longer fit for purpose. A solution was required that would be flexible, and evolve with the future needs of the business.

“It’s testament to the professionalism of the team at Rostrvm that the new dialler platform was implemented and made live with very little disruption.”

Michael Barber, Chief Information Officer

Anglian was founded in 1966 and since then has been at the forefront of the UK’s home improvements industry. Today it is well known for the quality of its windows, doors and conservatories, amongst other products.

A commitment to providing genuine customer care is at the heart of Anglian’s philosophy and its contact centre aims to promote this ethos in all that it does.

The 80-seat contact centre in Anglian’s head office in Norwich now benefits from a **poweredbyrostrvm** multi-channel cloud solution, which includes:

- Inbound contact handling with intelligent queueing and skills-based, multi-channel ACD.
- 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 challenges

Georgina Greengrass, Anglian’s National Contact Centre Operations Manager, explains: “The contact centre is often the first point of contact that customers have with us, and how well we deal with their enquiries is very important. As we’ve grown, we’ve needed better systems. We have three departments; an Inbound team, a Proactive Outbound Team who look after our existing

customer base and generate new leads, and an Internet Response Team, who make outbound calls in response to customer-driven website and third-party enquiries.”

The legacy dialler at Anglian Home Improvements’ contact centre was no longer fit for purpose. A solution was required that would be flexible, and evolve with the future needs of the business. It had to accommodate outbound telesales and inbound calls for the Anglian Group, as well as all contact from customers generating website enquiries.

Michael Barber, Chief Information Officer, was project sponsor and explained why Anglian chose Rostrvm Solutions: “We had a long procurement process. Rostrvm had a thorough understanding of our challenges and were able to provide a functional and robust product that would scale with the business. They also enabled us to thoroughly pilot the system before going ahead to prove its flexibility, and that was very valuable in giving us the confidence to proceed.”

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rostrvm



The solution

Andy Browne, IT Support Manager, was involved in the procurement and implementation of the multichannel contact centre solution. He says, “It all went to plan with minimal disruption and was relatively simple; we created a dedicated connection between us and **rostrvm**. It was straightforward and worked first time. Rostrvm delivered to schedule – they’ve been very professional and supportive. Whereas when we last changed our dialler some years ago it was challenging, this time it went smoothly.”

Highlight

“Our new **rostrvm** outbound system provides great functionality and flexibility – previously we had a fairly rigid set-up; now we can change the dialler rules to suit our customers and achieve better contact rates.”

Andy Browne, IT Support Manager

Rostrvm Solutions ran a pilot alongside Anglian’s existing dialler to ensure it fitted requirements. Andy says, “It gave us a great advantage because when we went live our staff knew what to expect, having already worked with **rostrvm** beforehand and it was seamless. Also, the amount of training required to use the new implementation has been minimal, because it’s user friendly.”

The results

The business requirement was to change the dialler but **rostrvm** offers so much more than that. Andy says, “Our new **rostrvm** outbound system provides great functionality and flexibility – previously we had a fairly rigid set-up where we called the customer every 24 hours; now we can change the dialler rules to suit our customers.”

Georgina adds, “The Proactive Outbound team have different campaigns for our various data sources and with our previous dialler they had to log in and out all the time to go into different campaigns. Now, it’s much better because **rostrvm** gives us the ability to have everything in one place and manage the data accordingly. You can weight the list so, for example, if you want to dial three existing customers and then one third-party contact you can do that. We can also use intelligence from our data to programme the dialler to call a mobile rather than landline etc, to suit our customers. It gives us greater flexibility, so we can be more productive, and we can change the dialling strategy to match customer needs.”

Another opportunity presented by **rostrvm**’s extra functionality is with scripting according to the source of the enquiry. Georgina explains, “Up to now we’ve had a standard script for our agents but **rostrvm** enables us to prepare different and more dynamic scripts to match the customer’s journey and answer varying requirements.”

The outbound team also dial any customer who has placed an order within seven days to ensure they are happy with their order and know what will happen next.



Michael adds, “We provide a full after sales service, part of which is carrying out outbound surveys to check customer satisfaction with their products and installations. It’s not just about generating appointments and this all runs well.”

The Anglian contact centre takes calls using intelligent queuing, which is more customer friendly than before, and they offer a call back service where customers are given the option of hanging up, knowing their place in the queue is reserved and they will receive a call back.

In conclusion

“If you compare our previous system with what we can do now with rostrvm it’s worlds apart.”

Georgina Greengrass,
National Content
Centre Operations
Manager, Anglian Home
Improvements

To ensure quality and compliance the contact centre deploys call recording, which is also used for training. Georgina explains, “With our old system there was a 15-minute delay from ending a call as standard before we could retrieve the recording; not only that but they sometimes went missing so we had to go back to the supplier. With **rostrvm** we have no such issues and get live access to every recording. The quality is good too. Recordings are easy to retrieve by phone number, agent, outcome, etc.”

The contact centre has also been able to enhance its performance management system. Andy says, “We wanted to be able to report from within **rostrvm** because before everything had to be exported over to be able to report on it. We can do it easily now.”

Anglian now have a bespoke KPI dashboard built so that they can see more granular detail and it’s tailor-made to exactly suit their requirements. Michael says: “We’ve got a stable system and more information on queues and are linking up with a workforce management product that Rostrvm recommended for analysing call stats to plan resourcing. Agent productivity has increased and we have greater visibility of results. The overall quality of our customer service has been enhanced.”

Georgina says, “The team at Rostrvm have been extremely helpful when dealing with different people throughout the planning and implementation phase and since going live. Nothing is too much for them. As well as this, **rostrvm** is a really user-friendly system, so we’re able to be much more self-sufficient, with Rostrvm in the background to provide fast support when we need it. They are very open and accommodating to what we want to achieve.”

Andy concludes: “The **rostrvm** system is working well, it’s reliable and is improving performance - we don’t get outages anymore! Rostrvm Solutions are very responsive and provide support in a timely and helpful manner. We can use the same Gateway to open up other sites now and we look forward to working with them in the future.”



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.