

## Case Study



In just three months Autonet's outbound telesales team has increased the volume of call activity by 495%.

### Industry Sector

**Financial Services**

**Retail Insurance**

### Autonet Insurance

One of the country's largest independently owned insurance brokers, implemented a **rostrvm** outbound dialler and within six weeks the productive time has increased 10-fold. Previously their six outbound agents could dial around 500 customers in a day, now just one person can handle >2500 calls in the same time frame.

### The Solution

Systems Integrators, Corporate Communications (CC) originally met with Autonet to discuss the Telephone Preference Laws and its business implications. Subsequently both companies conducted their own individual research into the most suitable dialler product, both Autonet and CC returned to the table with the **rostrvm** solution.

### Project Objectives

To enhance an existing telephone system with automated dialling technology to be able to contact customers and maximise revenue.

### The Challenge

Prior to the implementation of the **rostrvm** solution, customers would request insurance quotations via email. Autonet would then either respond via email or manually call the customer back. Due to this time consuming manual process, it would often take up to a day to respond to the customer. As there is a direct relationship between speed of response to a customer enquiry and successful sales, Autonet identified that a dialling solution would increase business efficiency and therefore sales.

"The **rostrvm** solution did what we wanted from day one.

We liked the fact that the system is open enough to allow integration for future developments, if you want to change configuration you can do what's needed real-time without affecting business processes.

This flexibility is invaluable to us"

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Mark Hill,  
Systems Manager  
Autonet

"When a prospective customer enters their contact details on the web site they are given a unique number. If they don't proceed with the quote immediately our agents call them back," said Mark Hill, Systems Manager at Autonet. "We inform the prospective Client that although they didn't proceed with the quotation given on line, we can then look for ways to reduce the price using our off screen insurance rates. The conversion rate for call back business can be about 25%, compared to quotes completed on the internet at 1%."

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



## Case Study Continued:



rostrvm software used

rostrvm OutBound

rostrvm ResourceBroker

rostrvm AdVisor

rostrvm SuperVisor

Web to Call Centre Integration

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### The Results

In one particular campaign, **rostrvm** has been set up to display high priority calls, as defined by Autonet. These calls are a response to customers that have used the Autonet website. Agents will be alerted to these calls and are given a target call-back time of ten minutes. The agent usually calls the customer back on average between six to seven minutes. Mark added: "The agents and sales team are very enthusiastic about the speed in which the software works and as everything is commission based the agents love the experience. The atmosphere and output is nothing short of phenomenal!"

"With **rostrvm** it did what we wanted from day one. Our own information systems developer Steve Knapper liked the fact that everything is open for future development, if you want to change configuration you can do what's needed there and then. There are no software constraints; it is very simple to customise real-time reports, to suit individual campaigns. This flexibility is invaluable to us."

"The feedback from the management is that **rostrvm's** dialler is allowing us to grow at a fast pace even though we really still at the beginning of using it. We can process data now in days rather than months, and instead of breaking even we're now running a profitable business and **rostrvm** has been a contributing factor to that success."

Mark concluded:

"**rostrvm** has given us the opportunity to talk to more people and therefore convert a higher ratio of insurance quotes.

As for the customer, in the time that he physically stops using our page on the internet we can be calling him back within 5 minutes – it's not just us that thinks that service is impressive the customer does too.

Rostrvm has revolutionised the way we do business – it really has. It's brilliant and delivers on its promises."

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