



## The rostrvm OutBound application has enabled EDF Energy to build award-winning telesales campaigns.

### Industry Sector

Energy Utility

Telesales

### EDF Energy

EDF Energy is one of the largest energy companies in the UK, generating around seven per cent of the UK's electricity, and employing nearly 13,000 people. Over a quarter of the UK population depends on EDF Energy for their electricity.

With the Telephone Preference Service (TPS) putting millions of UK consumer phone numbers out-of-bounds for telemarketers, the industry has had to rethink the way it works.

### The challenge

With little opportunity to contact people who are not already customers (and have given permission to be contacted), the onus has turned to retaining existing business. EDF Energy therefore has two different approaches to growing revenue. Firstly, it buys information from CACI - a company that provides details of customers that can be legitimately sold to - and makes calls in the traditional telesales manner. Secondly, it makes calls to its database and depending on the circumstances of each customer, runs one of three campaigns. These are:

- Dual fuel - calling single fuel customers to offer them dual fuel products and services
- Win-back - talking to customers that have left EDF Energy between 3 months and 3 years ago and winning them back.
- 'In flight' win-back campaign - this is where the customer has signed with another fuel contractor, but has a 28 day period where the customer can reconsider the deal, so EDF Energy calls to win them back.

### The solution

Eleanor Rousseau, Campaign Manager Telesales, has overseen the rapid expansion of the now 50-strong team based in Worthing.

The team inherited its site from a company acquired by EDF Energy, Seeboard, and in the early days, there were just five employees. Part of the Seeboard legacy was the use of **rostrvm** technology, which has been in place since 1995.

**rostrvm** was identified as a key component in EDF Energy's future customer contact approach and now helps underpin the whole of their outbound strategy.

The highly-flexible **rostrvm** OutBound application has enabled EDF Energy to greatly improve agent productivity.

**rostrvm** CallGuide acts as the primary desktop interface for most of the campaigns and guides the agent through the call. This has reduced agent training time, improved sales and will ultimately be deployed on all of the outbound campaigns.

For Eleanor, the combination of intuitive technology and support from the vendor has helped **rostrvm** become imbedded in the day-to-day operations of the telesales team. "When I initially joined EDF Energy, I didn't have much experience of working with a dialler or script writing. The **rostrvm** team has been very good in supporting me. Even for technical issues they explained everything in layman's terms and they have spent time on site with me helping to develop new scripts. Our time together is productive and I'm very happy. They are always forthcoming and achieve results."

"We would recommend **rostrvm** to another call centre and we have other companies come to our site to see it in action - it's a great piece of kit which suits our needs"

Eleanor Rousseau,  
Campaign Manager Telesales  
EDF Energy

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rostrvm software used

rostrvm OutBound

rostrvm CallGuide

rostrvm ControlCentre

rostrvm SuperVisor

Award winning contact

The 'Win-back' campaign won The National Sales Awards for Outbound Contact Centre of the Year.

The telesales department also won 'Beyond Philosophy's Most Improved Customer Experience Award'.

### The Results

Scripting has proven to be vital for EDF Energy on two levels, starting with the all-important issue of compliance. "We have to start the call with who we are and why we're calling, stating that the call is being recorded for training purposes and for the Data Protection regulations we have to confirm that we're talking with the right person. If the sale is successful, contracts are discussed and agreed over the phone before we send out paperwork. We have to adhere to a number of regulations from Ofgem and regarding the use of the dialler we have to ensure we're not going over the three per cent nuisance rate in a 24-hour period regulated by Ofcom and the DMA."

The ability of Eleanor and the team to react and write their own scripts has also helped to improve the number of sales realised. "Using the scripting tool has helped the agents, all of who have varying levels of experience, to highlight features and benefits of our services to customers, as well as helping them to overcome objections people might have. New starts have all the tools and prompts to assist them to provide a consistently high level of service to customers," concludes Eleanor. "We call them again when the first bill comes through just to check it matches meter readings and that the amount to pay is correct. This eliminates any complaints or delay in making a payment due to bill queries."

Looking at figures for December 2006, the dialler made 180,000 calls, of which 50,000 connected to customers. 'Dual fuel' is the most successful area, with an average of 1.65 successful sales per agent per hour. 'In flight' calls result in an average of 1.6 sales per agent per hour. Even the tough proposition of bringing back customers in 'Win-back' who have decided to leave yields good results, with 1 sale per agent every hour.

The quality of the work being carried out has been acknowledged in the shape of awards recognition. The 'Win-back' campaign won The National Sales Awards for Outbound Contact Centre of the Year 2006, and in the same year the telesales department also won 'Beyond Philosophy's Most Improved Customer Experience Award'. In 2007 the team reached finalist for The TACK International Sales Change Management category and Highly Commended for Innovation in Sales category at the National Sales Awards.

Eleanor concludes by summarising the relationship between EDF Energy and rostrvm. "We would recommend rostrvm to another call centre and we have other companies come to our site to see it in action - it's a great piece of kit which suits our needs. The after-sales support is helpful and friendly - we're happy with the service and the way rostrvm delivers it to us."

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Campaign Manager Telesales  
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