

## Case Study



Ever Ready Mortar delivers a unique service supplying ready to use mortar to the building trade supported with a rostrvm blended call centre.

### Industry Sector

**Building trade**  
**Contact blending**

### Project Objectives

To create a call centre from scratch that would provide an effective outbound sales operation as well as deliver the personalised customer service that would ensure customers come back for more.

"Rostrvm's technology has allowed us to create a high level of personalisation and build one-to-one relationships with our growing customer base"

Stacey Baillie  
Call Centre Manager  
Ever Ready Mortar

### Ever Ready Mortar

Brand new business, Ever Ready Mortar delivers a unique service supplying ready to use mortar to the building trade. It has expanded rapidly since opening its doors in October 2007, with corporate headquarters in Sunderland and depots in Tyne & Wear, Manchester and Sheffield, and one more soon to open in Birmingham.

The **rostrvm** blended call centre solution supports its outbound sales and inbound customer service operation, enabling the company to meet its ambitious growth plans.

### The Challenge

Ever Ready Mortar uses state-of-the-art technology to deliver a unique service, by delivering ready to use mortar to builders who no longer have to hire mixers, juggle lead times on delivery or be landed with mortar in bad weather conditions. It wanted to apply the same innovation to its call centre which would provide a key role in the business.

The challenge was to create a call centre from scratch that would provide an effective outbound sales operation as well as deliver the personalised customer service that would ensure customers come back for more.

Ever Ready Mortar invited Stacey Baillie, previously Head of the Outbound Sales Team at leading global technology services company EDS, to set up and run the call centre. Stacey took up the challenge and joined a fledgling operation with only a couple of desks, no computers and no telephones.

In Stacey's words: "Since our whole business is based around our quality and service, a key aim of our call centre project was to deploy a solution to enable call handling that's tailored to match customer expectations and deliver a personalised service".

"I needed to find a solution that would give us the kind of functionality I was used to at a larger call centre, combined with the flexibility to adapt to our changing business needs as we grow and the scalability to help us reach our target of 15 depots nationwide by 2010. And as a start-up, I had to find a solution within fairly tight budget constraints."

### The Solution

Several call centre technology providers were invited to submit a tender, but Rostrvm Solutions was the only company that could demonstrate the flexibility that Ever Ready Mortar needed.

Stacey explains: "Rostrvm took the time to understand our business plan and were prepared to deliver us a customised solution, tailored to our precise requirements. They demonstrated a willingness to meet all the requirements on our 'wish list' allowing our call centre to reflect the innovation and personalised service that is fundamental to our business approach."

The **rostrvm** software suite integrates seamlessly with Ever Ready Mortar's Sage CRM system, allowing the call centre to manage both sales campaigns and inbound customer service calls in the form of a blended solution from a single easy-to-use database.

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



## Case Study Continued:



rostrvm software used

rostrvm CallDirectorACD

rostrvm OutBound

rostrvm CallGuide

rostrvm SuperVisor

CTI Screen Pop

"We want our customers to build personalised relationships with our call centre team and the customer ID allows us to match inbound calls with the appropriate agent.

Screen pops ensure our team know who the caller is before the call is put through."

### The Results

The seven strong call centre team field around 100 customer service calls per day, but the majority of calls are outbound, with a target of over 500 sales calls per day to keep on track with ambitious growth plans.

Stacey explains: "Our sales effort is focused on the call centre. Since the concept of Ever Ready Mortar is so new, we want to contact as many people as possible to let them know how our service can help them. But we also want to call at a time that is convenient for our target audience in the building trade; the **rostrvm** dialler allows us to make an initial call to register interest and schedule a call back to suit the convenience of our target customers."

The **rostrvm** system allows for multiple campaigns to run alongside each other, and is sophisticated enough to prioritise campaigns and schedule call backs.

According to Stacey, the systems' ease of use is a major benefit: "The **rostrvm** dialler is really easy to configure, for someone like me, who does not have an IT background.

"We can use wizards to set re-dial rules and then tweak these as required to achieve optimum efficiency. For example, builders are often out of the office, so we have configured the system to re-dial two or three times within 30 minutes if a number is engaged because we know we have a good chance of reaching them while they are available."

The **rostrvm** technology has also allowed Ever Ready Mortar to create some innovative features for its inbound customer service operation, in the form of a unique identifier for every customer, a distance calculator and an ingenious routing solution to service urgent calls when the contact centre is closed.

In Stacey's words: "We wanted our customers to build personalised relationships with our call centre team and the customer ID allows us to match inbound calls with the appropriate agent. Screen pops ensure our team know who the caller is before the call is put through.

"The distance calculator is a fantastic feature. By entering a post code into the system, our agents can instantly calculate delivery costs, so they give an 'instant' quote to the customer. Rostrvm's willingness to work with us to deliver innovations such as this is what sets them apart as a technology partner.

Since the building trade is to a large extent dependent on weather conditions, Ever Ready Mortar wanted to give its customers the option to cancel an order if necessary, by routing calls directly to the depot outside of office hours.

Stacey explains: "This type of feature means that our service is designed around our customers' needs. We have been incredibly impressed by Rostrvm's can-do attitude. In addition to maximising the efficiency of our sales force, Rostrvm's technology has allowed us to create a high level of personalisation and build one-to-one relationships with our growing customer base. And we have a scalable solution that can grow with our business."

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Stacey Baillie  
Ever Ready Mortar

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