



The Fidessa group uses rostrvm to support a multiple-location customer service desk delivering technical support and guidance.

Industry Sector

Financial Trading Service desk

Project Objectives

To create an efficient service desk operating across multiple locations delivering technical support and guidance to Fidessa's customers.

"At the risk of sounding clichéd, Rostrvm really does do exactly what it says on the box and we are very excited about being able to use more and more of its functions over the coming months – its capabilities are there when we are ready to use them."

Liz Norcaro
Business Support Manager
Fidessa group plc

Fidessa group plc

Fidessa group plc is a leading global supplier of trading systems, market data and connectivity solutions to firms involved in trading the world's financial markets.

It utilises **rostrvm** CallDirectorACD in combination with **rostrvm** CallGuide to ensure the smooth running of a multiple-location service desk, where technical support and assistance is given to customers with queries on Fidessa's product range. Operational efficiency is measured and maintained via the integral management information system, **rostrvm** SuperVisor.

The Challenges

The challenge was to create an efficient contact management environment for a service desk that has grown substantially over the past five years. The operation services Fidessa's global customer base and operates from multiple locations.

Previously, a team of administrative staff in Woking all pitched in and grabbed the phones as they rang but this became unsatisfactory for all concerned. David Bridge, Head of European Support at Fidessa, explains, "As the business grew, there was a need for a system to enable us to properly manage calls so that technical queries were directed to staff with the appropriate knowledge - skills-based routing."

As a specialist service provider operating in the financial sector, Fidessa was naturally apprehensive about making changes to its systems. David says, "We called on a number of technology suppliers to see what they could offer and chose Rostrvm because they could provide everything we needed at a very competitive and cost-effective price. Together with Rostrvm we are expanding our vision of what the service desk can offer; they have been very supportive and proactive."

The Solution

Fidessa went for simplicity by choosing **rostrvm** CallDirectorACD in combination with **rostrvm** CallGuide

- CallDirectorACD is a fully functional, CTI-enabled ACD platform which supports skill-based and data driven routing. It includes CallDirector toolkit for queuing and routing call flow administration.
- CallGuide is a powerful call scripting and process management application for the agent desktop. CallGuide supports sophisticated call flows and integration with existing IT and business systems.
- The integral web-based management information system, **rostrvm** SuperVisor, provides visibility of the operation to give the management team the real-time and historical views to maintain and improve operational efficiency.

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





rostrvm software used

rostrvm CallDirectorACD

rostrvm CallGuide

rostrvm SuperVisor

Skills based routing

“As the business grew, there was a need for a system to enable us to properly manage calls so that technical queries were directed to staff with the appropriate knowledge - skills-based routing.”

The Results

The result has been that the service desk is able to maintain a high standard of professional communication with customers and the operation is much more efficient and streamlined.

Contact volumes have risen as the business grows (the team received around 65,000 new calls over the last year) yet, because **rostrvm** provides skill-based routing, the service desk is solving more calls over the phone first time, saving costs on the number of call backs required and on the resources needed. Fidessa also gets fewer abandoned calls.

Business Support Manager, Liz Norcaro and her colleagues use **rostrvm SuperVisor** to monitor and manage activity. She says, “The browser-based facility supports real-time and real-time/historical reporting of call activity and business outcomes. I can use it wherever I am and it allows us to put reasonable guidelines in place. We can provide the team with the information and freedom needed to empower them to carry out their jobs efficiently and confidently.”

The department is using **rostrvm** in conjunction with a Numara FootPrints helpdesk system and is able to produce statistics to monitor the time taken to respond to customer calls and also to record any calls that should not have come into the technical support department. This is enabling Fidessa to see exactly where any changes need to be made to the operation as circumstances change.

Business Support Manager, Liz Norcaro adds, “At the risk of sounding clichéd, **rostrvm** really does do exactly what it says on the box and we are very excited about being able to use more and more of its functions over the coming months – its capabilities are there when we are ready to use them.”

“We called on a number of technology suppliers to see what they could offer and chose Rostrvm because they could provide everything we needed at a very competitive and cost-effective price. Together with Rostrvm we are expanding our vision of what the service desk can offer; they have been very supportive and proactive.”

David Bridge,
Head of European Support,
Fidessa group plc

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

rostrvm®, CLIPboard®, Invex®, Switchless®, CallManager®, AdVisor®, **rostrvm** CallGuide®, ScreenPhone®, OutBound®, CallDirector®, **rostrvm** CallBroker®, ControlCentre®, InterAct®, AutoAgent®, ToneType®, **rostrvm** AuditLog®, ReportWriter®, SuperVisor®, and **rostrvm** InterFace® are registered trade marks of Rostrvm Solutions Limited

