

Case Study



First Choice Holidays uses rostrvm dialler to deliver customer service and increase revenues.

Industry Sector

Travel

Outbound Telesales

First Choice Holidays

First Choice Holidays plc is a leading international leisure travel company operating in four sectors: Mainstream, Specialist, Activity and Online destination Services. First Choice Holidays takes over 2.5 million customer on holiday each year to almost 80 destinations. It has a retail network of 264 high street stores, 38 out-of-town supermarkets, two call centres and online distribution.

The Challenge

One of the main challenges First Choice Holidays has faced is to find an efficient way to sell additional services to customers which may be overlooked during the core process of booking a holiday, such as car hire, aircraft seating etc. Customers are often glad of a phone call to remind them of these services, but First Choice did not have a solid system for dealing with such calls. The methodology was totally manual and time consuming, involving the printing out of holiday bookings, searching for the add-ons the customer might require then finally, actually making the call.

"The objective was to be able to contact customers and add 'toppings' (First Choice's term for holiday add-ons), and our ultimate aim was to maximise revenue," commented Victoria Manton, outbound telesales manager at First Choice.

The Solution

First Choice decided to put the project out to tender and systems integrators CC (Corporate Communications) was deemed to be the most flexible and capable of finding a solution. CC's advice and independence helped us to review potential technology providers; **rostrvm** won the business on merit, as Manton explains.

"Many of the different products we were shown were not as flexible and were more expensive than **rostrvm**. Other vendors showed us what they could do from a generic point of view whereas with **rostrvm**, the dialogue was all about us putting the questions to them: 'Can it work for us?' 'Can you do that?' The Rostrvm Solutions team did their homework before they came to us and showed us how a typical campaign application could work."

The Results

Once **rostrvm** was on-board, the time scales presented for creating a workable solution were very tight, as First Choice wanted to have something in place in time for the peak holiday season. Therefore, in March 2006 **rostrvm** and CC sat down in earnest to decide what they could do to improve the outbound process that could be ready for the summer.

The solution was to install the **rostrvm** OutBound dialler solution to automate the process. **rostrvm** CallGuide was implemented to offer agents prompting and guidance through the call, on the many products and services that First Choice has to offer, thereby minimising training time and maximising sales effectiveness.

rostrvm browser-based management information, has made operational and business information available to all relevant First Choice personnel, so that not only can the management team see how many calls are being made, but also the sales values of those calls.

Project Objectives

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

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Victoria Manton
Outbound Telesales Manager
First Choice Holidays

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Case Study Continued:



rostrvm software used

rostrvm OutBound

rostrvm CallGuide

rostrvm SuperVisor

rostrvm ControlCentre

Measuring business value

Operational and business information is made available to all relevant First Choice personnel, so that not only can the management team see how many calls are being made, but also the sales values of those calls.

Manton here details how this worked in practice. "After **rostrvm** went live in June 2006 and we were able to create a dedicated division focussing on the ancillary products we could sell to customers. We loaded the booking details into the dialler and were able to request criteria from the database for specific ancillary campaigns."

Julia Sockett, Head of Call Centres adds: "We ask that our inbound sales agents ensure our customers have all the 'toppings' for their holiday, although experience tells us that sometimes the customer may not be ready to purchase at the time of booking."

"Having a dedicated team using an outbound dialler solution has ensured that we can contact all our direct customers prior to travel and enhance their holiday experience.

The dialler solution ensures productivity and structure for our agents, whilst it provides the business with reporting in order to lever performance and maximise our campaign strategy. We have a target to achieve over £800k of ancillary sales to be delivered by the team this year and with the current dialling success this will be achievable."

Staffing figures have fluctuated to account for the season since last year, but the figure has now stabilised in readiness for the summer. Manton said; "We cannot directly compare year on year revenue as the division has only been live since June, but we know that sales are being generated and we now have 18 agents on the 'ancillary outbound team' so we believe we are doing very well and the results are speaking for themselves."

These results often manifest themselves as pure profit on a call; each transaction can be worth as much as £25 and an agent might make two or three sales on each call.

Since September last year, Manton estimates that an average of 4500 calls are being made per week. Now the structure is established, the 18 strong-team are expected to field as many as 6000 calls per week as the season heats up.

As the team gains experience, it is also learning that certain times of the day are more conducive to being well received by customers, with early evenings proving to be especially fruitful. This new outbound activity has been well received by the customers. "We have had a very positive response from customers who, while on the phone to the agent, yell back to their partners: 'it's First Choice on the phone, making sure that we're OK for our holiday'. For our agents this type of the feedback is very rewarding," says Manton.

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