



The Grass Roots Group deployed rostrvm to overhaul its core call handling systems

Industry Sector

Business Process Outsourcing

Project Objectives

To enhance an existing telephone system to meet the company's complex call-flow requirements whilst protecting existing investments.

"rostrvm enables a Service Level Agreement to be measured for each client and campaign"

Michele Ryan,
Head of Contact Centre
Management
The Grass Roots Group

The Grass Roots Group

The Grass Roots Group is a UK organisation with global reach, and specialises in developing the performance and skill of its clients' staff, specifically through the provision of commercial, education, measurement and reward programmes which Grass Roots manages through its contact centre. It has 250 employees based in the UK HQ in Tring, Hertfordshire.

The Challenge

Michele Ryan, head of Grass Roots' contact management explained that with its blend of inbound and outbound calling and requirement to quickly route calls to the most appropriate member of the team, it became clear in 2004 that an overhaul of its core call handling systems was required. "We needed a modern ACD, modern soft phone, and team-based, real-time information displays on PCs managed by client type."

The role of Systems Integrators CC (Corporate Communications) was to consult for Grass Roots in the first instance, building a communications strategy and phased roadmap and looking at the whole multi-channel customer experience. Once this roadmap was developed, Grass Roots needed external guidance to review technology suppliers against requirements and identify the best solution. CC scoped the requirement for call recording and identified Witness who could meet all their requirements.

CC then went on to project manage the implementation of the new call recording software and rostrvm system, integrating this with Grass Roots existing telephone system.

The Solution

The search for a call handling solution meant looking at solutions from rostrvm, Avaya, Cisco and Rockwell.

Grass Roots selected rostrvm to facilitate this vital function, because of the vendor's extensive expertise, in implementing its solutions to meet complex routing requirements.

Other important factors that rostrvm was able to address was integration with the IVR system and the ease of which useful management information could be generated.

The culture of the company and the calibre and commitment of the rostrvm staff helped close the deal.

"A lot of functionality we needed came as 'standard' on rostrvm, and we could see the areas that required slight customising to make an exact fit wouldn't take much to achieve."

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rostrvm software used

rostrvm CallManager

rostrvm CallDirectorACD

rostrvm AdVisor

rostrvm SuperVisor

Centralised Control

rostrvm ControlCentre
- the central
administration
area of the rostrvm
portfolio of products –
makes it easy to add
advisors and skills.

All of the
Management
information is
easily available.

The Results

Once the key systems were in place in January 2005, an intuitive interface to the applications quickly helped the systems become established as serving a valuable purpose.

“The call distribution system – combined with the online web supervisor - enables our staff to view the status of the queue from any location. The Control Centre (the central admin area of the rostrvm portfolio of products) makes it easy for us to add advisors and skills, and all of the management information is easily available.”

This last point is worth focusing on for a moment, because in real terms, the rostrvm reporting capability has saved Ryan 24 days each year previously spent producing monthly services information.

“Before we had rostrvm’s reporting it would take two days at the end of every month to gather the information to identify client talk time to raise invoices, which was extremely time consuming.

Now that we have rostrvm linking into Crystal Reports, all I have to do is log onto the report template, select the relevant dates and client and the report is produced in minutes.”

Similarly, staff were spending a large portion of their working day producing daily agent performance figures.

“This information is now at their fingertips, managed in real time which enables us to identify overall contact centre performance instantly

And much of this reporting focuses on the improvements forged since the introduction of rostrvm.

Grass Roots handle 28,000 inbound and 5000 outbound calls per month. With up to 100 different campaigns delivering reward programmes to blue-chip clients, rostrvm enables a Service Level Agreement to be measured for each client and campaign.

The efficiencies realised through use of the rostrvm technology has helped Grass Roots improve its all-important first call resolution rate.

“In the main 80 per cent of calls are responded to within 15 seconds and less than five per cent of calls are abandoned. We aim to have 80 per cent first call resolution and are able to meet these targets for the majority of the time,” insists Ryan.

There have also been some unexpected but very useful improvements seen since rostrvm was introduced.

“When selling our business services to prospective clients, rostrvm’s user friendly agent and management applications, demonstrate our capability to manage their campaigns from day one, as well as giving them confidence in Grass Roots that we are using innovative technology to deliver superior levels of service in their programmes.”

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