

In summary

### rostrvm CallGuide

wraps around existing contact management applications to support processes and record contact outcomes

Performance management

“High on our list of priorities was the need for management information so that we could monitor performance across each department....

....Overall it is by giving us this detailed understanding of the business that the rostrvm software has made a **huge** difference.”

Identifying, monitoring & reducing avoidable contact

This document is for people who want to learn how Rostrvm Solutions can quickly and easily help you to identify, monitor and reduce avoidable contact. It provides concise information about our proposition, capabilities and approach.

To find out more call us on **0800 6122 192** or visit [www.rostrvm.com](http://www.rostrvm.com)

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## Avoidable contact:

We've all been there, done that and got the T-shirt. We've rung the council because the rubbish hasn't been collected; phoned the call centre because we can't find information on the web site; gone to the bank without the 'correct' ID.....

### The basics

#### What is it?

#### Why measure it?

#### Why reduce it?

### The bottom line

Reducing avoidable contact gives you more capacity to handle the unavoidable contacts more effectively and, in turn, reduce end-to-end workload.

#### What is it?

We've all been there, done that and got the T-shirt. We've rung the council because the rubbish hasn't been collected; phoned the call centre because we can't find the information on the web site; gone to the bank without the 'correct' ID.....:

In fact the concept of 'avoidable contact' is common sense. Ask almost anyone if they have made contact with a business that was unnecessary and they will be able to reel of example after example. Avoidable contact is a waste of time, effort and usually money for both consumers and organisations.

But in the case of Local Government 'reducing avoidable contact' has a more specific meaning. Reduction of avoidable contact is one of the National Indicators that will be assessed within the new performance management framework agreed between Communities and Local Government and the Local Government Association. Reducing avoidable contact is National Indicator number 14 (of 198!) and is frequently referred to as NI14.

So, for most organisations, reducing avoidable contact makes obvious business sense and local government is taking a structured approach to improving service to manage both effort and cost.

#### Why measure it?

It's a cliché, but if you don't measure it you can't manage it. Most organisations 'know' that they get unnecessary contact – if you have a call centre then just ask the customer service representatives, they'll give you more than a few anecdotes. But anecdotal evidence won't give you the hard facts that you need.

Before you can reduce avoidable contact you need to know the volume and, perhaps more importantly, build a clear picture of what causes it – is it poor information? Processes that need improving? More training needed? ..... Once you have a metric you can work on improvement.

#### Why reduce it?

Reducing avoidable contact ISN'T about generating nice performance metrics. Nor is it just about making life 'better' for your customers – no matter how laudable an aim that may be. Any contact causes workload. As simple transactions are increasingly satisfied by consumer self-service – internet and automatic voice systems - the content of the person-to-person contacts you receive are more complex and take longer. Reducing avoidable contact gives you more capacity to handle the unavoidable contacts more effectively and, in turn, reduce end-to-end workload.

## rostrvm CallGuide:

Our approach is enhancement, not replacement. Our flexible software complements your existing customer contact mechanisms to support a process framework and consistently gather contact outcome data.

### In summary

#### rostrvm CallGuide

**wraps around existing contact management applications to support processes and record contact outcomes**

### What it does.

“rostrvm CallGuide technology allows us to capture information from people who are phoning us, emailing us, dropping in to see us, faxing us or sending us an SMS”

London Borough of  
Wandsworth

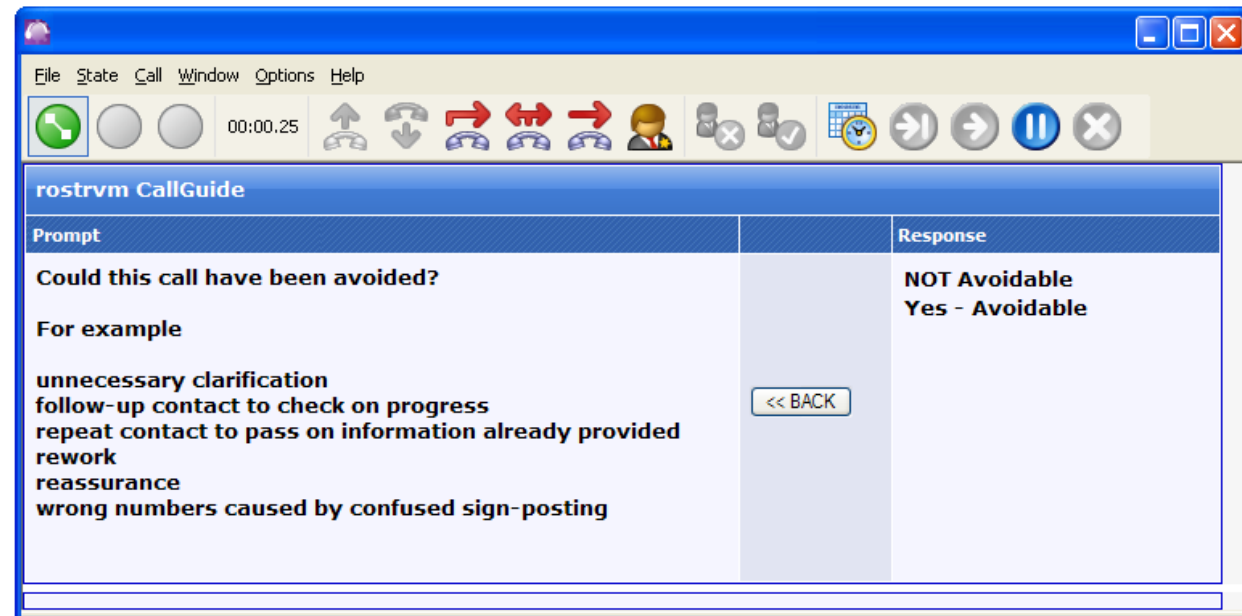
### What is rostrvm CallGuide?

**rostrvm** CallGuide is a desktop IT application used by public sector and commercial organisations to support contact processes and record contact outcome data.

Our approach is enhancement, not replacement. CallGuide complements your existing technology

CallGuide is used in call centres, face-to-face contacts and in ‘back office’ environments to support and measure customer interactions.

Dependent on your specific needs CallGuide can be applied simply to record outcomes, such as avoidable contact, through to full contact – flow management linked to your contact management systems and databases.



## Recording Avoidable Contact:

As a contact progresses, CallGuide records what's happening step-by-step. This sophisticated but easy-to-use process flow provides a structured approach to recording avoidable contact.

Managing processes

### The CallGuide contact flow

You are in control

CallGuide doesn't always look like these examples. The look and feel is entirely in your control.

All of the prompts response and process branches are defined by you and can be changed quickly & easily in response to your changing needs.

### The CallGuide contact flow

CallGuide can be used to manage an entire contact flow or simply used at the completion point to record the outcome – and in particular monitor avoidable contact. The example below shows how CallGuide *might* look in a typical service centre.

rostrvm CallGuide	
Prompt	Response
<p><b>Please indicate what the call was about</b></p> <p style="text-align: center;"><input type="button" value=" &lt;&lt; BACK"/></p>	<p><b>Info/advice satisfied</b>  <b>Info/advice not satisfied</b>  <b>Transferred to specialist</b>  <b>Report/request for service</b>  <b>Compliment</b>  <b>Complaint</b>  <b>Information request</b>  <b>Chase up</b></p>

Once CallGuide has identified and recorded what the call is about then, *if it's appropriate*, the system then asks whether the contact was avoidable

In 2 quick mouse clicks we have captured a summary view of the contact's avoidability.

rostrvm CallGuide	
Prompt	Response
<p><b>Could this call have been avoided?</b></p> <p><b>For example</b></p> <p><b>unnecessary clarification</b>  <b>follow-up contact to check on progress</b>  <b>repeat contact to pass on information already provided</b>  <b>rework</b>  <b>reassurance</b>  <b>wrong numbers caused by confused sign-posting</b></p> <p style="text-align: center;"><input type="button" value=" &lt;&lt; BACK"/></p>	<p><b>NOT Avoidable</b>  <b>Yes - Avoidable</b></p>

## Identifying the causes:

The **rostrvm** system delivers the tools needed to record the detail required to initiate change and reduce avoidable contact without imposing an undue burden.

### Making it easy

**“.....Our new starts have all the tools and prompts to assist them to provide a consistently high level of service to customers.”**

### Measuring performance

“High on our list of priorities was the need for management information so that we could monitor performance across each department....

....Overall it is by giving us this detailed understanding of the business that the rostrvm software has made a **huge** difference.”

### What causes avoidable contact?

Knowing the volume of avoidable contact is just part of the story. To reduce the avoidable proportion you need to understand the contact causes. CallGuide presents a simple method to capture the causes.

rostrvm CallGuide	
Prompt	Response
Please indicate why this contact could have been avoided	Unnecessary Clarification Progress Check Repeated information Rework Reassurance Bad Signposting Other
	<input style="border: 1px solid black;" type="button" value=" &lt;&lt; BACK "/>

On most occasions simply select a 'standard' reason.

But you can't prepare for all eventualities as standard!

If 'Other' is selected then appropriate information is gathered.

CallGuide captures the information you need to tackle avoidable contact effectively.

rostrvm CallGuide	
Prompt	Response
Please indicate why this contact could have been avoided	Unnecessary Clarification Progress Check Repeated information Rework Reassurance Bad Signposting Other
	<input style="border: 1px solid black;" type="button" value=" &lt;&lt; BACK "/>

**AdVisor** ✖

Provide a brief description

Broken link on web site

## Analysing outcomes:

The contact information and outcomes captured through CallGuide are stored in rostrvm's relational database to deliver the data you need to confirm your improvements.

Management information

**What's happening?**

**What has happened?**

**Is it getting better?**

Is it getting better?

All this analysis is to find out whether things are getting better.

Web-browser tools and printable reports provide you with the data you need to check your improvement.

### What's happening?

The contact information and outcomes captured through CallGuide are stored in **rostrvm**'s relational database for reporting and analysis purposes. For example **rostrvm** Supervisor presents a snapshot of what's happening now to anyone with a web browser (provided that you give them permission of course!)

Activity Name	Activity Count
avoidable	8
avoidable - other	2
bad signposting	1
chase up	2
compliment	3
info/advice satisfied	6
information request	1
progress check	3
report/request for service	3
rework	2
transferred to specialist	5
unavoidable	12

### What has happened?

Printable reports are provided to summarise results over a period and report on the recorded 'Other' avoidable calls. Additionally ODBC drivers are included so that you can access your information using your favourite analysis tools - Microsoft Excel, SQL Reporting and so on

### Is it getting better?

Of course the main aim of all this analysis is to find out whether things are getting better. Both the web-based tools and printable reports provide you with the data you need to check that your avoidable contact position is getting better.

## Enhancing customer contact:

rostrvm CallGuide is just one component of a suite of contact management software applications that can enhance your customer service, help you to manage costs and make life easier for your teams.

What can **rostrvm** do?

**Call centres**

**Multimedia contact**

**Improve operational performance**

We are here to help

“Working with rostrvm has been very straightforward.

They have taken the time to understand our needs and delivered exactly what we need.”

Nottinghamshire  
County Council

### How else can rostrvm help?

**rostrvm** CallGuide can be deployed as a simple overlay to your existing customer management systems in the ‘front office’ and in the ‘back office’.

But **rostrvm** can do more. It can be linked to your call centre, your email system, your CRM application and other IT systems to deliver the most advanced call handling facilities.

- ROSTRVM MAKES IT EASY TO ENHANCE CAPABILITY OR NORMALISE FUNCTIONALITY ACROSS DIFFERENT TECHNOLOGY PLATFORMS
- ROSTRVM WILL IMPROVE YOUR CONTACT HANDLING PROCESSES, BUSINESS EFFICIENCY AND THE EXPERIENCE OF YOUR CALLERS
- IF YOU HAVE PROBLEMS REPORTING ON CONTACT HANDLING ACTIVITY AND MEASURING PERFORMANCE ROSTRVM IS THE ANSWER

You can read full case studies detailing rostrvm implementations in both the public and private sectors.

Simply visit [www.rostrvm.com](http://www.rostrvm.com) to learn more.

### Why not contact us?

Your best initial contact is one of our Business Development Managers. We’re all friendly and eager to help. The earlier you get us involved the sooner we can apprise you of your options and start helping you.

Oh, and we come with a guarantee. If, at any time, we think that **rostrvm** is not right for you we’ll tell you. We’re not about trying to sell you something that won’t do an excellent job for you.

By the same token, if we think we’ve got a good fit you’ll see high levels of commitment and enthusiasm to win your business.

So, if you’ve got a specific requirement or just want to chat about your problems just contact us.

We are ready and waiting to leap in to action - drop us a line to

[info@rostrvm.com](mailto:info@rostrvm.com)

Call us on

**0800 6122 192**

Or visit our web site [www.rostrvm.com](http://www.rostrvm.com) click the ‘Call Me’ button and we’ll call you back.