



Insure4Retirement.co.uk

Insurance Dialogue Limited uses rostrvm outbound and inbound contact centre software combined with SIP telephony to cost-effectively deliver high quality customer service.

Industry Sector

**Financial Services**  
**Insurance**

Project Objectives

To provide a flexible call centre platform delivering targeted marketing activity & top quality customer service in an infrastructure that supports cost-effective growth.

"CallGuide helps us to refine our offering. We can modify our customer proposition on-the-fly confident that our agents have the right information in a consistent format. Call centre agent training time and costs are significantly reduced"

David Holden,  
Founder  
Insurance Dialogue Limited

### Insurance Dialogue Limited

Insure4Retirement.co.uk, a trading name of Insurance Dialogue Limited (IDL), is an independent intermediary specialising in insurance for people aged 50 and over.

Commenting on the company's core aims founder David Holden said "We specialise in offering low cost, high quality home insurance. In our experience, customers aged 50 or over are 20% less likely to make a claim, so we take this into account when pricing our products".

### The Challenges

Insurance Dialogue recognised the value of implementing high quality customer contact from the outset of the business.

For any new business the key to success is to build a solid customer base.

To build a business from a standing start IDL needed to touch as many prospective customers as possible. As a complement traditional advertising and marketing adopting predictive dialler technology was central to the customer acquisition process.

Of course as the business grew inbound service for current customers became increasingly important.

"In a highly competitive market we need to be able to react quickly to changing market conditions and volumes." commented Holden "We need to change operational capacity as the business volume and business mix changes. And of course we need to be sure that our call centre teams have the right tools to ensure that we not only offer the best service but also operate correctly in a complex regulatory environment. The systems have to be compliant with Ofcom's guidelines and support our staff to comply with the Financial Service Authority's requirements".

### The Solution

From its inception IDL has adopted leading edge technology, taking advantage of the power, flexibility and reduced cost of new products.

"We have to admit that we had a couple of call centre technology false starts in the early days. The suppliers we selected in the first instance didn't deliver the technical and commercial flexibility we needed." said David Gissing, IDL's System Manager. "That's when we turned to **rostrvm**."

To support continued business expansion IDL has deployed

- **rostrvm** OutBound predictive dialler and campaign management system
- **rostrvm** CallGuide Contact Point Management
- **rostrvm** CallDirectorACD inbound contact management and call centre blending

Taking advantage of IDL's initial investments **rostrvm** was initially deployed using the Invex architecture in conjunction with the existing SpliceCom **maximiser** business telephone system. But as the operation expanded the PBX was outgrown. To minimise the cost of further call centre expansion Rostrvm Solutions and IDL worked together to deploy additional call centre positions in a 'pure' Voice over IP infrastructure.

"We recognised the current and future benefits of Voice over IP and the open SIP protocol in particular. **rostrvm** lets us mix and match normal telephony with Voice over IP. Constraints have been removed and costs reduced; we can expand and contract the operation and our call centre agents can be anywhere" commented Gissing.

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



## Case Study Continued:



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### rostrvm software used

rostrvm OutBound

rostrvm CallDirectorACD

rostrvm CallGuide

rostrvm SuperVisor

### Matching business needs

"In a highly competitive market we need to be able to react quickly to changing market conditions and volumes.

We need to change operational capacity as the business volume and business mix changes."

rostrvm is not just about technological advantage. In addition to offering technical options the application suite includes rostrvm CallGuide agent support software delivering:

- Consistent process conformance
- Improved performance through shorter transactions
- Dramatically reduced training time for new staff and new activities

Real time and historical information is delivered to the contact centre team and the business management team using the web delivered rostrvm SuperVisor management information system.

And to enhance Insurance Dialogue's FSA compliance the rostrvm system links to the company's voice recording system – supplied by Red Box Recorders.

### The Results

Insure4Retirement.co.uk has gone from strength to strength. After starting out with a small sales team the business has grown into a leading edge contact centre with over 100 positions employing around 200 people.

The rostrvm OutBound dialler gives IDL the ability to function efficiently and cost effectively. And the dialler's campaign management system means the business can react quickly to changing market conditions and test new contact strategies; "In particular CallGuide helps us to refine our offering. We can modify our customer proposition on-the-fly confident that our agents have the right information in a consistent format. Call centre agent training time and costs are significantly reduced"

As Insurance Dialogue's customer base has expanded so has the importance of providing excellent service for inbound calls.

IDL has taken advantage of rostrvm's comprehensive contact handling and deployed CallDirector ACD to provide management of inbound calls.

rostrvm's common desktop interface and unified management information system means that the call centre can easily migrate teams between outbound and inbound activity as demand dictates.

And like any innovative business IDL frequently formulate new ideas for enhancing productivity and improving contact handling.

David Holden concluded "Our relationship with Rostrvm Solutions delivers clear benefit to both parties. By working closely together we get applications that meet our vision of efficient, high quality customer service. In turn, rostrvm benefits from our insights on today's needs and tomorrow's aspirations to help develop products that have real practical value for all call centres."

"rostrvm lets us mix and match traditional telephony with Voice over IP. Constraints have been removed; we can expand and contract the operation and call centre agents can be anywhere."

David Gissing, Systems Manager, Insurance Dialogue Limited

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