Case Study: Canterbury City Council

Home-working is proving to be a cost-effective choice for some contact centres, which benefit from the flexibility that it gives them and their agents. Canterbury City Council is using this to great effect....

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<th>Local Government</th>
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<th>Project Objectives</th>
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<td>To cost effectively ensure that customers’ calls are handled efficiently at all times whilst providing staff with flexible working patterns to achieve a sensible work/life balance.</td>
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Home-working is proving to be a cost-effective choice for some contact centres, which benefit from the flexibility that it gives them and their agents.

Canterbury City Council is using this to great effect since installing a VoIP-enabled system with Rostrvm Solutions and has improved its overall productivity.

**The challenges**

The Canterbury City Council Contact Centre needed to ensure that it handled customers’ calls as efficiently during peak times as it did in other periods but also wanted to provide its staff with flexible working patterns, to achieve a sensible work/life balance. This had to be achieved cost effectively.

Cathy Eastwood, Customer Services Manager, explains, “The contact centre includes a mix of full and part-time staff, some of whom live some distance from our offices. They work a variety of different shift patterns and one of the team leaders constantly had to juggle the working hours to accommodate Customer Service Advisors requests and the workload demands.

Data analysis highlighted a requirement to have shift patterns, which would be impractical to implement with office-based staff, so we looked into homeworking further.”

**The solution**

Following a consultation exercise the project team focused on implementing a pilot for home-working with contact centre staff. Canterbury City Council wanted to embark on a phased replacement of its PBX, starting with a VoIP-enabled system for the contact centre, to gain multi-channel ACD functionality.

Cathy Eastwood was part of the team that evaluated the tenders for this and chose the supplier. She said, “The Rostrvm team demonstrated a sound understanding of the requirements of local councils and showed how the features embedded in their system would help us deliver results within our budget. rostrvm CallDirector ACD met our needs and integrated well with our CRM system. The home workers successfully logged in from home using the Canterbury City Council secure portal and calls were routed to them using the ACD telephony. No system issues were detected and the pilot produced a very positive outcome in terms of improved productivity, efficiency and motivation.”

Cathy adds, “The Rostrvm team took time to understand our needs and quickly entered into a customer-focussed relationship with us. The sales and support teams proactively assisted us with training and supporting the Canterbury City Council staff while they developed their skills on the technical and system administration aspects.”

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The results

The majority of the 47 staff are now set up to work from home, 20 doing so on a regular basis, and two working permanently from home. Some combine this with working on the council’s face-to-face counter services, according to business needs, which helps meet demand during intra-day peaks.

Benefits of installing rostrvm include:

- Staff retention, saving on the cost of recruiting and training new members of staff
- Integration with CRM to launch the application from the main screen
- Ability to add links to systems and websites on the main screen, which enable Customer Service Advisors to quickly access information, reducing call handling time
- Reduced system administration time as it is much easier to make changes
- Capture of call outcomes provide excellent Management Information for easy analysis

Cathy concludes

“A full telephone service is provided year-round and home working has meant that Canterbury City Council can quickly scale up the operation with the existing workforce during peak periods, without the need to provide additional accommodation and equipment at the office-based location. We also don’t have to worry about things like seasonal adverse weather conditions as our Advisors don’t need to travel to the office to do their work. We are now looking at migrating our other front line services and will be able to easily achieve this through expanding our home-working capability. We are delighted with the increase in productivity overall, and the improvement in customer satisfaction levels and staff motivation.”
About Rostrvm Solutions:

Flexible commercials
Truly integrated functionality
Future-proof and cost effective

Just add rostrvm

rostrvm simplifies your existing call centre and back office technology and processes so that they play well together. We do this with innovation and flexibility; qualities that are all too rare in a market that is largely served by traditional offerings from the traditional vendors with the traditional limitations.

- We deliver tailored solutions and a unique combination of benefits that leave our competition standing:
- Commercial frameworks that really benefit your business. rostrvm works on site or hosted in the cloud and can be acquired on a capex, opex, subscription or pay-per-use basis.
- Support and improve any telephone system and IT environment. **Why throw away your existing investment when you can enhance it cost effectively and with minimal risk.**
- A truly integrated platform that supports truly integrated functionality. **One administration, configuration and information environment for total control of inbound, outbound and back office contact and processes.**

Our company

We’re a British software company. We design, develop and support the rostrvm suite of applications with a dedicated team of experts all based in Woking, Surrey UK.

We have a very demanding and loyal customer base that relies on us for the provision and support of their core call handling and process management functions. They include Aviva, Cable & Wireless, EDF Energy, London Borough of Wandsworth, Next Directory, Nottinghamshire County Council, RAC, Telefocus and West Bromwich Building Society to name a few.

As a privately held company we maintain a strong culture of independence which is increasingly rare in our market sector. We see our independence as a major benefit to our customers and partners - it guarantees the openness of our technology and the objectiveness of our approach and advice.

What now?

You can find out more about our stuff and what we do with it on our web site. If you like what you see why don’t you drop us a line or give us a call to arrange a meeting? – we’ll make it worth your while.

All of our people are call centre and process management experts with years of experience. We’re used to dealing with all sorts of people, from those who know exactly what they want to those who haven’t got a clue!

We don’t have all the answers but you can be sure of the knowledgeable approach and the can do attitude that consistently meets and exceeds the expectations of our customers so they can do the same for theirs.

We look forward to hearing from you soon.

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

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