

Equity Insurance Partnerships wanted to put efficient telephony technology in place to enhance the strategy and structure for its new 20-seat, dedicated outbound team.

Industry Sector

Financial Services
Insurance

Project Objectives

Equity Insurance Partnerships was looking for a modern outbound dialling solution to meet its needs because the existing system had become inadequate

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Mick Larkin
Equity

Equity Insurance Partnerships is one of the UK’s leading providers of insurance solutions to affinity partners, working with a host of leading brands such as Banco Santander, HSBC, First Direct, Renault and Honda.

With UK-based call centres and innovative web-based services, Equity provides an ideal business partner across car, home and motorbike insurance. Equity also offers an outsourcing solution for brokers and insurers seeking to exit personal lines administration.

It now benefits from:

- **rostrvm** Outbound - a platform independent predictive dialler, which supports structured, automated outbound contact
- **rostrvm** CallGuide on the desktop with full scripting tools and process management functions to support agents through different types of calls

The challenges

Equity Insurance Partnerships was looking for a modern outbound dialling solution to meet its needs because the existing system had become inadequate. It wanted to put efficient telephony technology in place to enhance the strategy and structure for its new 20-seat, dedicated outbound team.

The Solution

Existing outbound data was integrated into **rostrvm** Outbound. Mick Larkin, Head of Operations at Equity Insurance Partnerships said, “We chose Rostrvm because it is a robust, flexible system which provides the business with everything it needs for the future. **rostrvm** gives us detailed, real-time performance management information so that we have a far greater understanding of how all our different campaigns are performing. Our agents are better informed too.”

Software used

rostrvm OutBound

rostrvm CallGuide

rostrvm SuperVisor

Highlight

“The customer service manager responsible for outbound can see the high-level view about all the campaigns: all the lists, when they’re being dialled, how often, what the success rates are – and that enables us to re-evaluate them and make appropriate changes really quickly.”

“...Rostrvm are great at working closely with you as a business to develop a solution that works for you specifically – and it has paid dividends.”

Equity Insurance Partnerships

The results

Equity Insurance Partnerships now has an outbound dialler which integrates effectively with their other business systems and efficient performance management tools which allow them to see all levels of granularity – every detail of the business.

Mick says, “Installing **rostrvm** has allowed us to focus on activities that make a difference to our bottom line. The customer service manager responsible for outbound can see the high-level view about all the campaigns: all the lists, when they’re being dialled, how often, what the success rates are – and that enables us to re-evaluate them and make appropriate changes really quickly. We can now see every individual’s performance and, if they aren’t performing, we can analyse whether it’s because, say, we’ve got the wrong information in the list or in the wrong order – or whether they are just having an off day. We are able to get the information fed back out to our agents rapidly and solutions are found, which benefits everyone. **rostrvm** enables us to do a lot more servicing calls - welcome calls, debt collection, collection of ‘no claims bonus’ on behalf of the insured and so on, whereas we couldn’t do that previously.”

Mick concludes, “I think this is one of our best 3rd-party relationships in that we have been able to approach Rostrvm to talk about developing/enhancing the solution and, after the initial discussions, it’s moved rapidly from idea to implementation stage, which was what we needed. Rostrvm are great at working closely with you as a business to develop a solution that works for you specifically – and it has paid dividends. It has definitely brought in additional income into the business and improved customer satisfaction.”



Topic

Flexible commercials

Truly integrated functionality

Future-proof and cost effective

Highlight

Our applications allow our customers to work profitably, productively, efficiently and with accountability. Start from scratch or use **rostrvm** to work in harmony with your existing technology and add new features and functions at a fraction of the cost of other suppliers.

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, Aston Villa Football Club 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.



Rostrvm Solutions Limited is ISO 9001:2008 accredited for all business processes and procedures.

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

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