

First Choice Holidays uses the rostrvm dialler to deliver customer service and increase revenues.

Industry Sector

Travel

Outbound Telesales

Project Objectives

To enhance an existing telephone system with automated dialling technology to be able to contact customers and maximise revenue.

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Outbound Telesales Manager
First Choice Holidays

First Choice Holidays

First Choice Holidays plc is a leading international leisure travel company operating in four sectors: Mainstream, Specialist, Activity and Online destination Services. First Choice Holidays takes over 2.5 million customer on holiday each year to almost 80 destinations. It has a retail network of 264 high street stores, 38 out-of-town supermarkets, two call centres and online distribution.

The challenge

One of the main challenges First Choice Holidays has faced is to find an efficient way to sell additional services to customers which may be overlooked during the core process of booking a holiday, such as car hire, aircraft seating etc. Customers are often glad of a phone call to remind them of these services, but First Choice did not have a solid system for dealing with such calls. The methodology was totally manual and time consuming, involving the printing out of holiday bookings, searching for the add-ons the customer might require then finally, actually making the call.

“The objective was to be able to contact customers and add ‘toppings’ (First Choice’s term for holiday add-ons), and our ultimate aim was to maximise revenue,” commented Victoria Manton, outbound telesales manager at First Choice.

The solution

First Choice decided to put the project out to tender and systems integrators CC (Corporate Communications) was deemed to be the most flexible and capable of finding a solution. CC’s advice and independence helped us to review potential technology providers; **rostrvm** won the business on merit, as Manton explains.

“Many of the different products we were shown were not as flexible and were more expensive than **rostrvm**. Other vendors showed us what they could do from a generic point of view whereas with **rostrvm**, the dialogue was all about us putting the questions to them: ‘Can it work for us?’ ‘Can you do that?’ The Rostrvm Solutions team did their homework before they came to us and showed us how a typical campaign application could work.”

The results

Once **rostrvm** was on-board, the time scales presented for creating a workable solution were very tight, as First Choice wanted to have something in place in time for the peak holiday season. Therefore, in March 2006 **rostrvm** and CC sat down in earnest to decide what they could do to improve the outbound process that could be ready for the summer.

The solution was to install the **rostrvm** OutBound dialler solution to automate the process. **rostrvm** CallGuide was implemented to offer agents prompting and guidance through the call, on the many products and services that First Choice has to offer, thereby minimising training time and maximising sales effectiveness.

rostrvm browser-based management information, has made operational and business information available to all relevant First Choice personnel, so that not only can the management team see how many calls are being made, but also the sales values of those calls.

Software used

rostrvm OutBound

rostrvm CallGuide

rostrvm SuperVisor

rostrvm ControlCentre

Highlight

“The relationship is so good that even with the pressures of the short timeframe, we were able to have really honest conversations with each other to achieve the result, and this, together with Rostrvm’s equipment, has meant that we have done an incredible amount in a very short space of time.”

“Having a dedicated team using an outbound dialler solution has ensured that we can contact all our direct customers prior to travel and enhance their holiday experience.”

Outbound Telesales Manager
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Manton here details how this worked in practice. “After **rostrvm** went live in June 2006 and we were able to create a dedicated division focussing on the ancillary products we could sell to customers. We loaded the booking details into the dialler and were able to request criteria from the database for specific ancillary campaigns.”

Julia Sockett, Head of Call Centres adds: “We ask that our inbound sales agents ensure our customers have all the 'toppings' for their holiday, although experience tells us that sometimes the customer may not be ready to purchase at the time of booking.”

“Having a dedicated team using an outbound dialler solution has ensured that we can contact all our direct customers prior to travel and enhance their holiday experience.”

The dialler solution ensures productivity and structure for our agents, whilst it provides the business with reporting in order to lever performance and maximise our campaign strategy. We have a target to achieve over £800k of ancillary sales to be delivered by the team this year and with the current dialling success this will be achievable.”

Staffing figures have fluctuated to account for the season since last year, but the figure has now stabilised in readiness for the summer. Manton said; “We cannot directly compare year on year revenue as the division has only been live since June, but we know that sales are being generated and we now have 18 agents on the ‘ancillary outbound team’ so we believe we are doing very well and the results are speaking for themselves.”

These results often manifest themselves as pure profit on a call; each transaction can be worth as much as £25 and an agent might make two or three sales on each call.

Since September last year, Manton estimates that an average of 4500 calls are being made per week. Now the structure is established, the 18 strong-team are expected to field as many as 6000 calls per week as the season heats up.

As the team gains experience, it is also learning that certain times of the day are more conducive to being well received by customers, with early evenings proving to be especially fruitful. This new outbound activity has been well received by the customers. “We have had a very positive response from customers who, while on the phone to the agent, yell back to their partners: ‘it’s First Choice on the phone, making sure that we’re OK for our holiday’. For our agents this type of the feedback is very rewarding,” says Manton.

“The dialler solution ensures productivity and structure for our agents”



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, 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.



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

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