The Adult Social Services Access Team is a service that makes contact easier for the public.

Wandsworth Borough Council – Adult Social Services Access Team

The London Borough of Wandsworth is the largest of the inner London boroughs.

The Access Team is a new service, which makes contacting Adults Social Services easier for the public. The team is made up of dedicated staff (Access Officers) who can directly answer most of the caller’s questions.

Access Officers are able to help with:

- advice and information about available services.
- advice and information about other services, pointing callers in the direction of other services.
- taking information from callers requesting help for themselves or on behalf of someone else.

The Access Team can be contacted by phone, email and text message as well as meeting visitors to the office.

The challenges

When is a call centre not a call centre? Contact management is important to the service, but the Access team is not a call centre in the traditional sense. The objective isn’t to plough through high volumes of calls as quickly as possible - the aim is to conduct interactions sensitively and to measure the outcome of all contacts to ensure that the supporting services are delivered effectively.

In 2004 the Council implemented its plan to refresh its call centre infrastructure. The Council was not looking to implement one central call centre, but required call centre technology with the ability to set up virtual call centres. This enables the Council’s different business areas to administrate and set up their own call handling peculiar to their business needs whilst retaining the flexibility of a common technology platform.

With the ‘virtual call centre’ infrastructure in place the Council wanted to use this flexibility to support the new Access team. The challenge was to support the Access Officers, capture relevant case information effectively and deliver Management Information to both monitor current performance and support future planning.

The solution

The Council has deployed rostrvm call centre software to meet its virtual call centre requirements. The rostrvm system ‘overlays’ the existing Ericsson PBX infrastructure to preserve existing investments and providing a common technology infrastructure.

rostrvm provides a modular suite of call centre software applications gives each of the Council’s operational functions the opportunity to address its specific customer contact requirements.

The Adult Social Services Access Team uses the rostrvm CallDirector ACD to route telephone calls combined with rostrvm CallGuide desktop support tool to expedite information capture across all media and contact methods. rostrvm SuperVisor management information delivers real-time operational feedback and reporting tools to support forward planning.

“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 an SMS.”

Ashley Jones,
Access Team Manager,
Adult Social Services
London Borough of Wandsworth

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

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The results

Prior to deploying rostrvm the team operated call routing with a simple hunt group. Whilst this gave basic call handling information “We had to have a way of monitoring all of our work and productivity and processes. Given the nature of our work, measurement needs to allow callers to remain anonymous as well as ensuring that we deliver top quality support to specific service users” commented Ashley Jones, Access Team Manager.

“rostrvm CallGuide technology allows us to capture information from people who are phoning us, emailing us, dropping into see us, faxing us or sending an SMS. We then use a very simple script to capture who the person is calling – an anonymous caller or a service user - then use the script to capture multiple outcomes. It gives me a complete log of what people have done, yet it’s anonymous and fits in with confidentiality as well” Ashley continued.

The system delivers a complete overview of the Access Team’s workload, where the pressures are, where the benefits are. The team knows where every piece of work is and what's happening to it.

Ashley explained “Because we can configure CallGuide and tailor specific statistics to suit, the system can do specifically what I really need.”

Before the Access Team was reformed into its new structure and provided with the rostrvm call handling tools a study showed that around 15% of calls were fully handled at the first point of contact; the vast majority of calls were referred to third parties or other social service areas. The expectation was that the revised service would increase the proportion of calls handled at the point of entry to 45%. The team actually completely handles more than 70% of contacts – the first-call completion rate has more than quadrupled - as well as delivering a quality experience to callers the Access Team has reduced the pressure on other Social Services delivery teams.

“Because we can configure CallGuide and tailor specific statistics to suit, the system can do specifically what I really need.”

Ashley Jones, Access Team Manager, Adult Social Services, London Borough of Wandsworth

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Flexible commercials
Truly integrated functionality
Future-proof and cost effective

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.

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

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