



## Case Study: *One-Sure* Insurance Services

*One-Sure* Insurance uses the full suite of *Rostrvm*'s applications to proactively respond to market forces. **rostrvm** has been tailor-made for its contact centre and allows it to roll out new functions as needed.

### Industry Sector

Financial Services

Inbound & outbound contact

### Project Objectives

The company was looking for an integrated solution on one platform

"If you have a new idea, *Rostrvm* will make it work. Their applications open up so many new avenues for us and ensure we stay ahead of the game...."

Mark Hill  
*One-Sure* Insurance

*One-Sure* Insurance Services is one of the UK's fastest growing independently owned insurance intermediaries, with offices in Stoke-on-Trent, Staffordshire. Its contact centre currently has around 70 staff with 55 seats and there are plans for strong future growth.

Contact centres often have to 'think outside the box' to achieve targets and this is never truer than in the insurance industry. Marketplace requirements change fairly rapidly and new ways of accommodating them are needed to stay one step ahead, without breaking the bank..

*One-Sure* Insurance now uses the full suite of *Rostrvm*'s applications to help it be proactive in responding to market forces. **rostrvm** has been tailor-made for its contact centre and allows it to roll out new functions as needed

It now benefits from:

- **rostrvm** Outbound - a platform independent predictive dialler, which supports structured, automated outbound contact
- **rostrvm** CallDirectorACD inbound contact management
- **rostrvm** CallGuide on the desktop with full scripting tools and process management functions
- **rostrvm** AuditLog call recording

### The Challenges

*One-Sure* Insurance had an inbound skill/priority-based contact centre with an extensive suite of reports but wanted to implement its own outbound dialling solution. It had a hosted external outbound facility but charges were expensive and it had no intelligence on the status of agents at any one time, so there was no control over the placing of calls.

*One-Sure* also wanted to be able to make greater use of web leads and email forms concerning its customers.

The company was looking for an integrated solution on one platform, rather than having separate applications on different systems. Mark Hill, IT Director at *One-Sure* Insurance was looking for more control over the programming and deployment of the services as well.

"Having one platform saves us time, increases performance, boosts staff morale, saves money and ultimately gains us more customers."

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## Case study continued:

### Software used

**rostrvm** OutBound  
**rostrvm** CallDirectorACD  
**rostrvm** ResourceBroker  
**rostrvm** CallGuide  
**rostrvm** AuditLog

### Highlight

**“Having one platform saves us time, increases performance, boosts staff morale, saves money and ultimately gains us more customers!”**

“Their applications open up so many new avenues for us and ensure we stay ahead of the game, which is vital, especially in Insurance .”

One-Sure Insurance

### The Solution

Mark, who chose Rostrvm, says, “My previous company had installed **rostrvm** outbound and I trusted their product knowledge and ability to deliver what was required to meet our business model.

“We did talk to other providers as well but Rostrvm’s platform is so flexible – others said they couldn’t meet our exact needs but tried to offer alternatives which just wouldn’t work for us. Rostrvm’s solution ticked all the boxes and more.”

To test the commercial viability of implementing the solution Rostrvm did a proof-of-concept trial, using an external dialler, which was free but One-Sure paid for loading on calls. The success of this gave Mark his business case for the dialler solution and then they added inbound with skill/priority functions and reports.

With **rostrvm** Outbound, CallDirectorACD inbound and CallGuide, *One-Sure* Insurance now has options for blended agents, voice recording, email routing, Queueback/Callback and IVR.

Mark says, “Voice recording is absolutely brilliant. We used to spend over half an hour finding a voice recording, now it’s instant and can be done by any member of staff. The facility is tracked with CallGuide and we can search on telephone number, reference number, time of day, agent ... we can pick up the call straight away for quality checks etc. The staff love it.”

ResourceBroker allows One-Sure to switch agents between different campaigns; they use wall boards and blend to deal with any queues and enabling them to contact more clients. They are using IVR front end for customer services as well, which has been ideal for getting stats to monitor what types/numbers of calls they’re receiving.

Mark adds, “If you have a new idea, Rostrvm will make it work. Their applications open up so many new avenues for us and ensure we stay ahead of the game, which is vital, especially in Insurance. For example, if a new sort of quote comes in and it’s in a particular format, **rostrvm** enables us to get onto it before competitors do.”

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In conclusion

**“We have an excellent relationship with Rostrvm and they are a brilliant partner to work with.**

**All their staff are very friendly and have extensive knowledge that they are willing to share.....”**

“We have a very open and honest relationship with Rostrvm and I can’t fault it ”

Mark Hill  
One-Sure Insurance

**The results**

Mark says: “The key to the success of our **rostrvm** installation is that it has been implemented across the board and has integrated inbound, outbound, data, web etc into one place. Having one platform saves us time, increases performance, boosts staff morale, saves money and ultimately gains us more customers.”

The benefits from the **rostrvm** implementation include:

**Reporting/management:** Everything can be tracked to see how it’s working and stats help them to improve and change according to customers’ requirements.

**Customer service:** With outbound One-Sure can react very quickly with emails and SMS to customer needs and have a higher percentage contact ratio than before, which is boosting profits. Mark says, “**rostrvm** pays for itself just on outbound and we’ve got a great commercial arrangement with them.”

**Future capability:** One-Sure are now looking at email routing to have better control over this aspect of activities. They are also getting more people onto **rostrvm** as they grow, including back office staff.

Mark concludes, “We have an excellent relationship with Rostrvm and they are a brilliant partner to work with. All their staff are very friendly and have extensive knowledge that they are willing to share in the deployment of applications/development of our contact centre business.

“Rostrvm’s technical staff always return calls and are willing to spend time to assist – nothing is ever too much trouble. This is so refreshing compared to other companies who don’t return calls and aren’t proactive.

“We have a very open and honest relationship with Rostrvm and I can’t fault it. They really care and always come back because they understand that it’s important to us. The **rostrvm** product is so powerful that it can literally do everything you ask of it – you have to see it in action.”



## 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.

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

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