

Case Study: Retail Direct Sales

A leading global beauty, fashion and home retailer has chosen **rostrvm** when replacing its dialler.

Direct sales is the company's core business and the dialler is key to its strategy.

Industry Sector

Retail Direct Sales

Objectives

This retail giant was looking for a modern outbound dialling solution that would be robust and future proof, in that it would be both efficient and flexible enough to accommodate changes over time.

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A leading global beauty, fashion and home retailer has chosen **rostrvm** when replacing its dialler. Direct sales is the company's core business and the dialler is key to its strategy.

It now benefits from:

- **rostrvm** Outbound with VoIP - a platform independent 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

This retail giant was looking for a modern outbound dialling solution that would be robust and future proof, in that it would be both efficient and flexible enough to accommodate changes over time.

The system needed to be fully Ofcom-compliant, be leveraged by other markets that the company targets, provide numerous functions and be user-friendly.

The company's call centre agents are located both in the UK and in India, so the new dialler also needed to work effectively, independent of location, and provide a smooth communications channel for contacts and customers.

The project manager for the company, Garry, who has been involved in all areas from supplier selection through to installation and ongoing support, said, “In addition, the system had to be able to cope with the ‘On Demand’ nature of our sales and collections departments. We also wanted it to have full reporting capabilities and be an attractive addition for our agents. A tall order perhaps, but achievable, it transpires, with rostrvm.”

The solution

Garry explains, “Rostrvm understood our requirements exactly and tailor-made a solution to match them. The flexibility of the **rostrvm** technology is key to its success: our new system incorporates Voice over Internet Protocol (VoIP), using AudioCodes Mediant 1000 gateways, for easy integration with our existing Avaya-based telecommunications set-up.

The **rostrvm** software resides on Windows platform which fits naturally with the company's IT infrastructure standards.”

The new system enables the company to maintain regular telephone contact with sales agents, to keep them informed of the current product range and seasonal offers. Customer accounts and sensitive issues like debt management are able to be handled smoothly and efficiently.

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

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Case study continued:

Software used

rostrvm OutBound

rostrvm CallGuide

rostrvm SuperVisor

Highlight

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Garry adds, “A particularly nice touch is that rostrvm has been configured to support the look and feel of our brand – for example the CallGuide desktop matches our corporate colours, so agents feel very at home using it.”

He continues, “We wanted a great solution but also a company that we would be proud to be affiliated with and one that we felt fitted our core values. We chose Rostrvm because they are very professional, they don’t believe in the pushy salesman approach but provide that personal touch, which is so often lacking in this field. We met all the company directors during the project phase and felt confident that they knew what they were doing. After project support is also very good.”

The results

The benefits achieved by implementing **rostrvm** were instant, as Garry describes:

- We have a great partnership with Rostrvm that reflects the core values of our company.
- We have an on-demand dialler that keeps pace with, and eases, our ever-changing workload.
- Our newly empowered team leaders can now design scripts and campaigns without any IT involvement, which saves everyone time and money and benefits our contacts.
- The morale of our agents has increased because rostrvm is so user friendly and supports them well in their roles. This enables them to help their contacts more efficiently.
- Our call centres are more attractive and stimulating places in which to work.

“All of this has ensured increased productivity and financial gains at a time when every retailer out there is looking to gain every ounce of competitive advantage.”



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. 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.**
- **rostrvm** supports and improves 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 our knowledgeable approach and the 'can-do' attitude that consistently meets and exceeds the expectations of our customers so that they can do the same for theirs. Let us help you too.

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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