



Call centre specialists Telefocus invested in rostrvm software to enhance existing technology and provide a flexible platform to build new services.

Industry Sector

Contact Centre Outsourced Services

Project Objectives

To implement contact handling technology that is cost-effective and flexible enough to support organic business development & deliver a platform for innovative client services.

“Rostrvm provide a ‘future-proof’ software service that others weren’t able to offer, where we are able to buy what we need when we need it.”

Telefocus Limited

Telefocus, part of the Hertfordshire Ltd Group of companies, delivers call centre services to clients in sectors including consumer credit, financial services and the mail order market.

Telefocus was founded in the 1980s, employs around 250 staff, and was named ‘Avanta TNG National Employer of the Year’ for 2009 in a ceremony at the Houses of Parliament recently.

Telefocus has achieved over 900,000 sales of client products and services in the past two years alone.

The challenges

Telefocus reviewed its contact management technology in the context of continued business growth and recognising the need for technology that is cost-effective and flexible enough to support organic development and delivering new client services.

Neil Taylor, Managing Director at Telefocus, explains, “We needed up-to-date technology to provide the business with commercial flexibility but we also wanted more direct control over that technology – the previous hosted technology services did not give our in-house IT support team the ability to deliver the bespoke service that clients demand.

Furthermore, the technology we chose also had to accommodate our professional customer services strategy and give us the ability to differentiate our service offering.”

The solution

Telefocus selected **rostrvm** multimedia contact management software which allows Telefocus to retain its investment in existing technology whilst enhancing the facilities and providing a flexible platform upon which to grow.

The Telefocus implementation combines multiple **rostrvm** modules

- CallDirectorACD delivering multimedia skills-based routing of inbound contacts.
- Outbound for proactive telephone, email and text message campaigns
- CallGuide desktop support services providing full support to the Telefocus teams across multiple IT applications and customer campaigns.
- SuperVisor management information enabling team leaders and managers to monitor and control activity.

The **rostrvm** system is integrated to Telefocus’s telecommunications and IT infrastructure including Voice over IP voice technology, call recording systems and desktop applications.



Software used

rostrvm CallDirectorACD
rostrvm OutBound
rostrvm CallGuide
rostrvm SuperVisor

Highlight

“We can access software as a service on a pay-as-you-go basis or choose to buy it outright according to the current & future needs of the business. We can alter our package as our business needs change.”

The results

Telefocus operates in a number of key markets, including regulated financial services and required a solution capable of meeting critical performance criteria.

Neil Taylor says, “We chose **rostrvm** because it offers robust, contact centre software and the flexibility we were after. Rostrvm Solutions provides a ‘future-proof’ software service that others weren’t able to offer, where we are able to buy what we need, when we need it.

We can access software as a service on a pay-as-you-go basis or choose to buy it outright according to the current and future needs of the business. We have done a combination of the two and can alter our package as our business needs change.”

rostrvm’s modular software architecture combined with the pay-for-use commercial model allows Telefocus to match costs to revenue whilst giving complete control of the technology in their own environment. Telefocus can ‘scale up’ and add more agents or ‘scale down’, depending on customer demand and call traffic.

Neil Taylor adds, “**rostrvm**’s comprehensive, fully flexible, easily managed and configured skill-based routing system allows the different skills of agents to be optimised. Our team is supported through CTI and CallGuide scripting linked to our CRM system and specialist back office support applications.

Furthermore, as we have multiple campaigns running at the same time and differing numbers of agents assigned to them, **rostrvm**’s operational flexibility is a big advantage and maximises efficiency.”

In addition, **rostrvm** Supervisor enables team leaders and managers to monitor and control the activities of their agents and gain statistical information for analysis and report delivery to Telefocus’s clients.

Neil concludes

“**rostrvm** allows us to offer value-added services by giving us a platform that’s not just about telephone and voice-based facilities. It enables us to develop a new range of multimedia services such as email and other web facilities.

rostrvm supports our short-term objectives and gives us a firm platform upon which to build an exciting future.”



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.

ISO 9001

BUREAU VERITAS
Certification

N° 222771C



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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