



Desktop Applications & Social Media

Rostrvm Solutions Limited
April 2013

Dukes Court, Duke Street
Woking, Surrey
GU21 5RT

enquiries@rostrvm.com
www.rostrvm.com

Table of Contents

- I. **Introduction 2**
- II. **In summary 2**
- III. **Multimedia in the contact centre 3**
- IV. **The contact centre desktop 5**
- V. **The back office 7**
- VI. **How can rostrvm help?..... 9**
- VII. **About Rostrvm Solutions 10**

Introduction

Rostrvm Solutions conducted a survey of UK contact centres to gain a 'real world' insight into IT complexity in the contact centre and supporting 'back office' operations. There has been a great deal of press comment and internet forum discussion about contact centres and the use of Social Media such as Twitter and Facebook to interact with customers. However our survey found, with a few notable exceptions, that there is little evidence of widespread, structured use of these media. Our survey provides a snapshot of actual usage of Social Media in the contact centre.

We invited a wide range of contact centres to participate, from large, private businesses to small, public sector organisations, to collect a broad spectrum of responses from across the industry.

Our survey questions were framed as positive, direct questions and included the following topics:

- Contact Centre size and primary purpose(s)
- Which media are used by agents in your contact centre and where
- How many different software applications are used to complete a call
- How many different software applications are used in the back office to complete a transaction
- What are your key challenges?

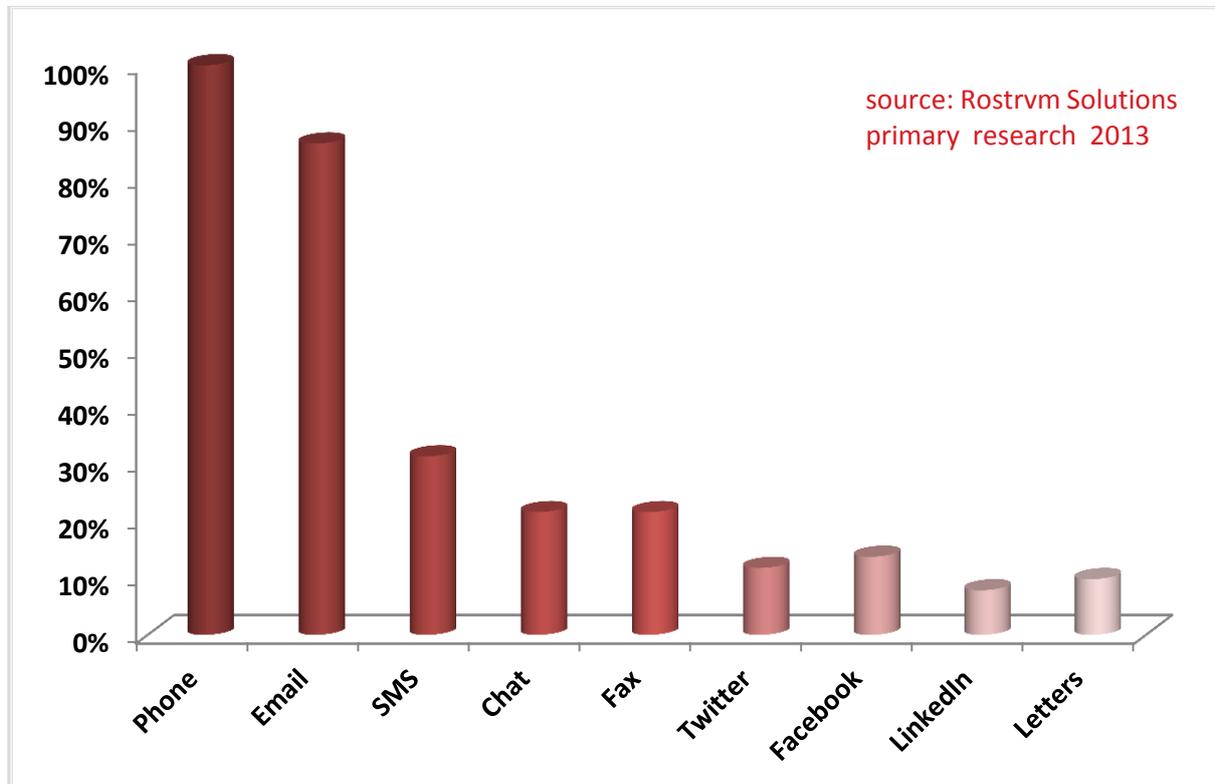
Note: The complete survey questionnaire is available [on-line](#) for review purposes.

In summary

- Only 17% of the contact centres surveyed address any of the major social media channels such as Twitter and Facebook
- The statistical mean number of desktop applications required to complete a call centre telephone call is 4.3
- All contact centres measure performance but 40% of respondents did not have any criteria or metrics to measure back office operational performance

Multimedia in the contact centre

Our survey asked about which multimedia was being used. All of our respondents told us that they operate telephone-based media, with over 96% managing more than one medium. The chart below shows that the most common combination is telephone and email.



What about social media?

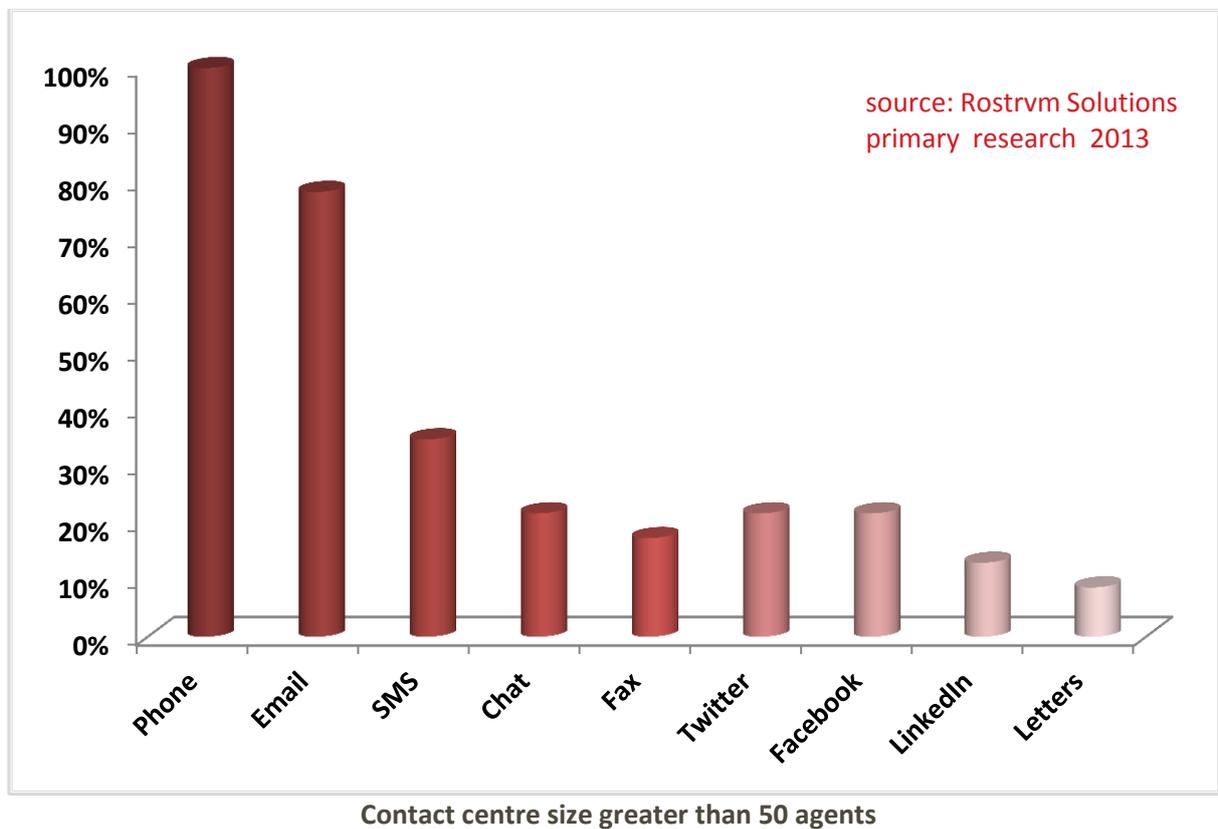
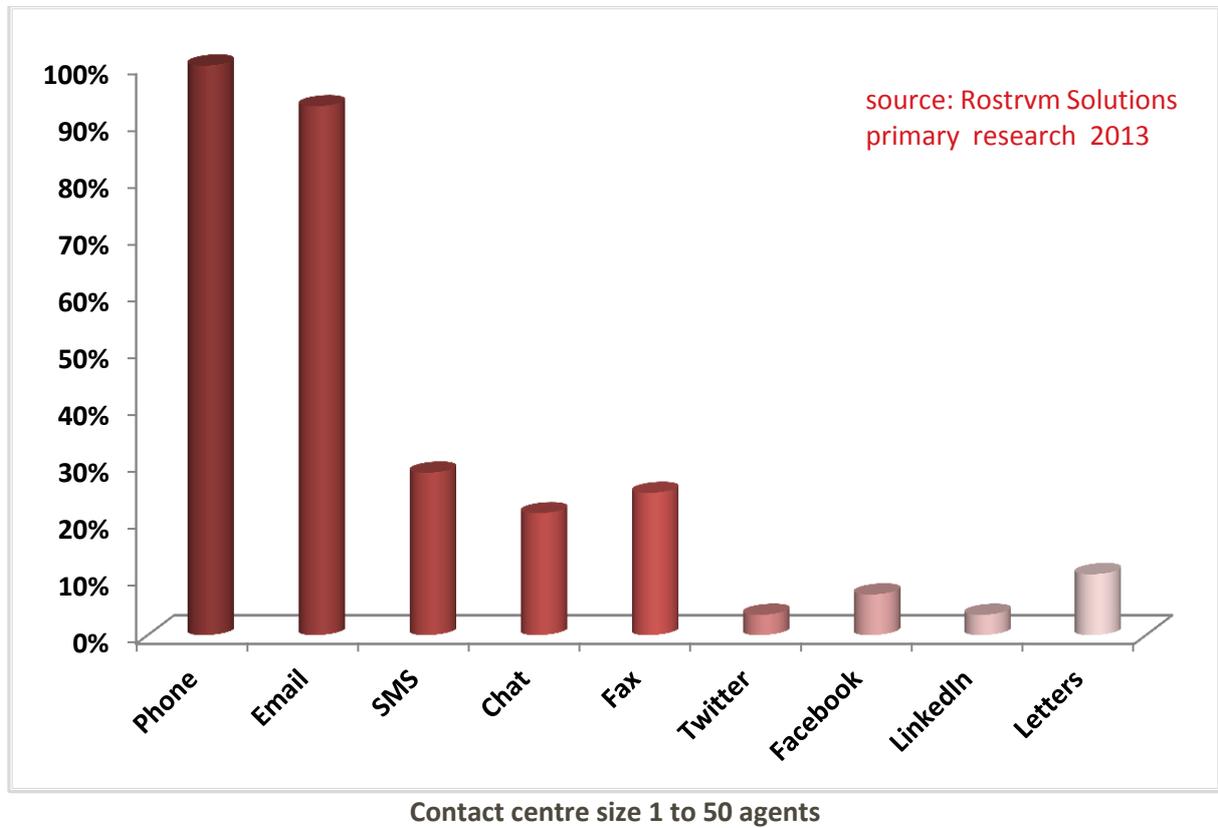
The most common web interaction with customers is via web chat (including instant messaging), with 22% of respondents confirming this is used.

Social media such as Facebook, Twitter and LinkedIn are being addressed in some contact centres: for example, 12% of respondents are managing Twitter interactions. Our findings showed that if a contact centre is supporting one of the social media then multiple media are used.

Only 17% of the contact centres surveyed address any of the social media.

Social media by contact centre size

The use of social media varies by size, with larger contact centres (over 50 agents) more likely to address multimedia.



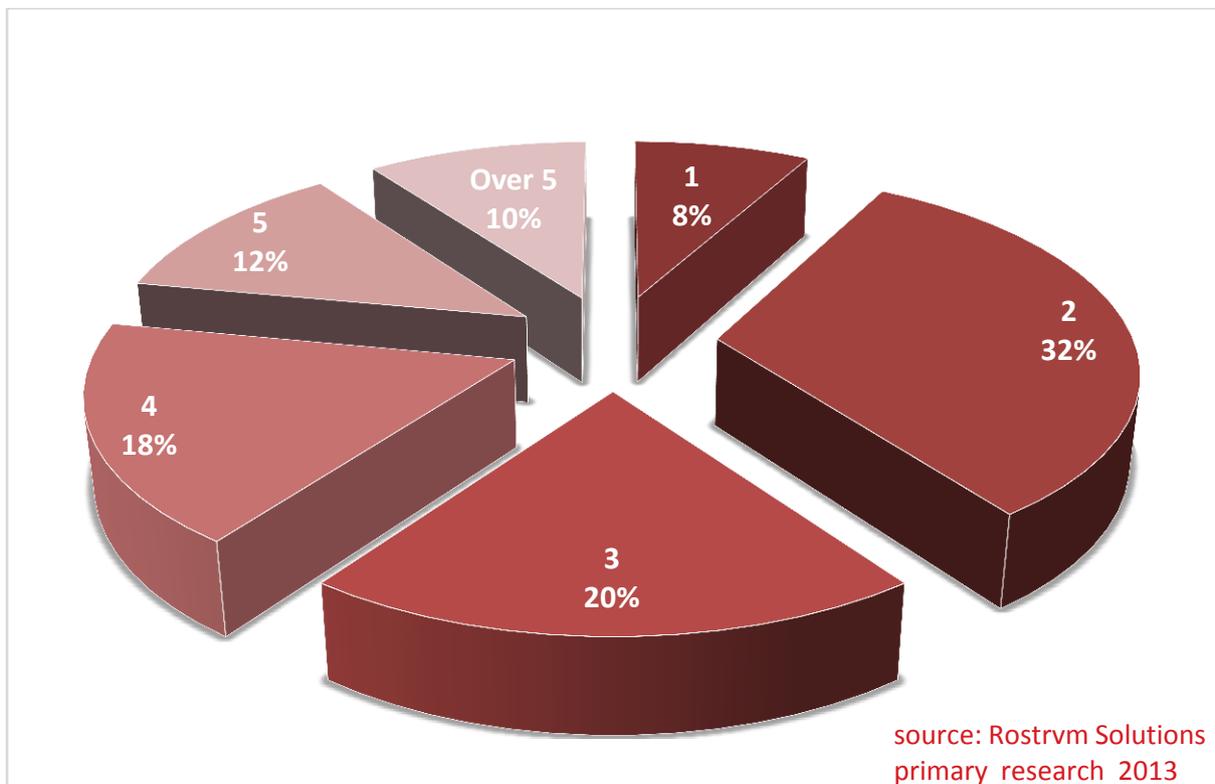
Where social media is used

Our survey found that social media is used more in 'Customer Service' contact centres and was rarely used in purely 'sales' contact centres.

We also assessed differences between the public and private sectors. Whilst public sector call centres were in general smaller than private sector counterparts, the public sector is more likely to have embraced social media in the contact centre.

The contact centre desktop

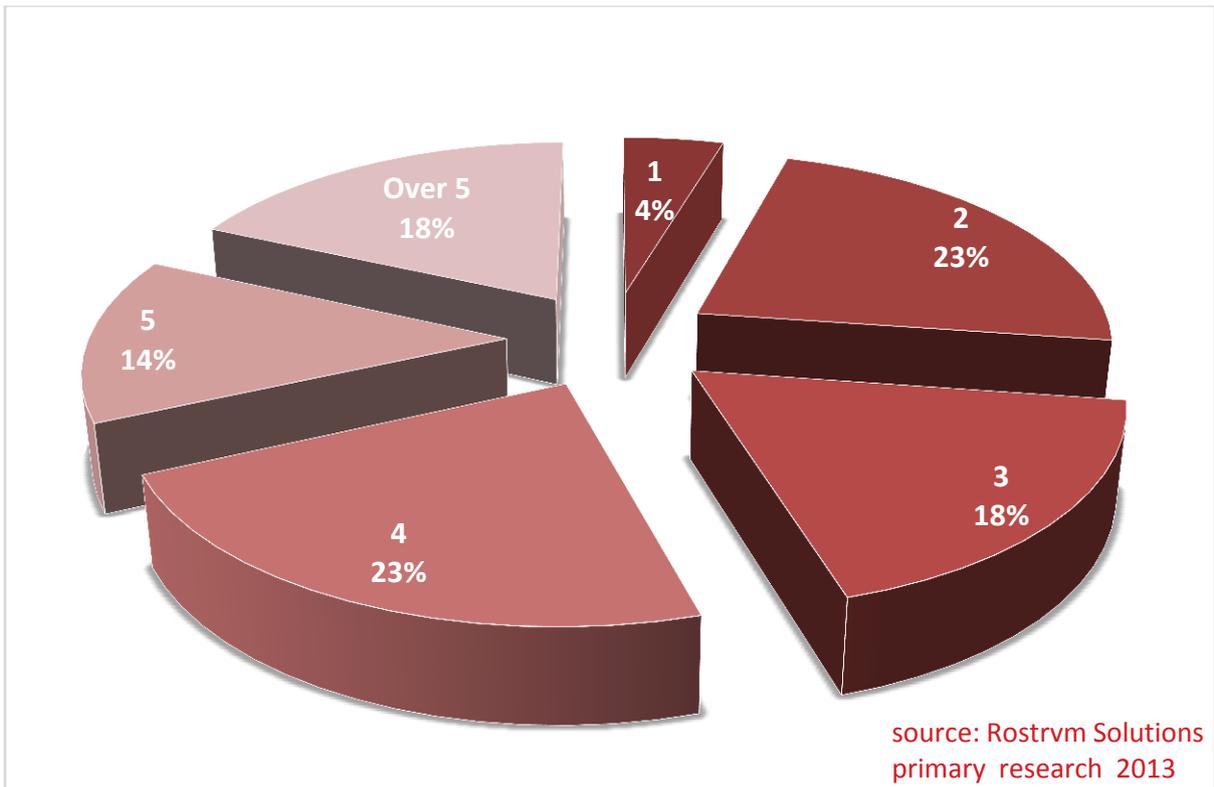
Our research also identified that a large number of applications were used to process telephone calls in call centres. The chart below shows that 60% of contact centres use 3 or more desktop applications to complete a telephone call.



How many IT applications does it take to complete a telephone call?

The statistical mean number of desktop applications required to complete a call is **4.3**. Add in new contact media then this number is set to increase.

It was notable that the number of applications used at the contact centre desktop increases by contact centre size.



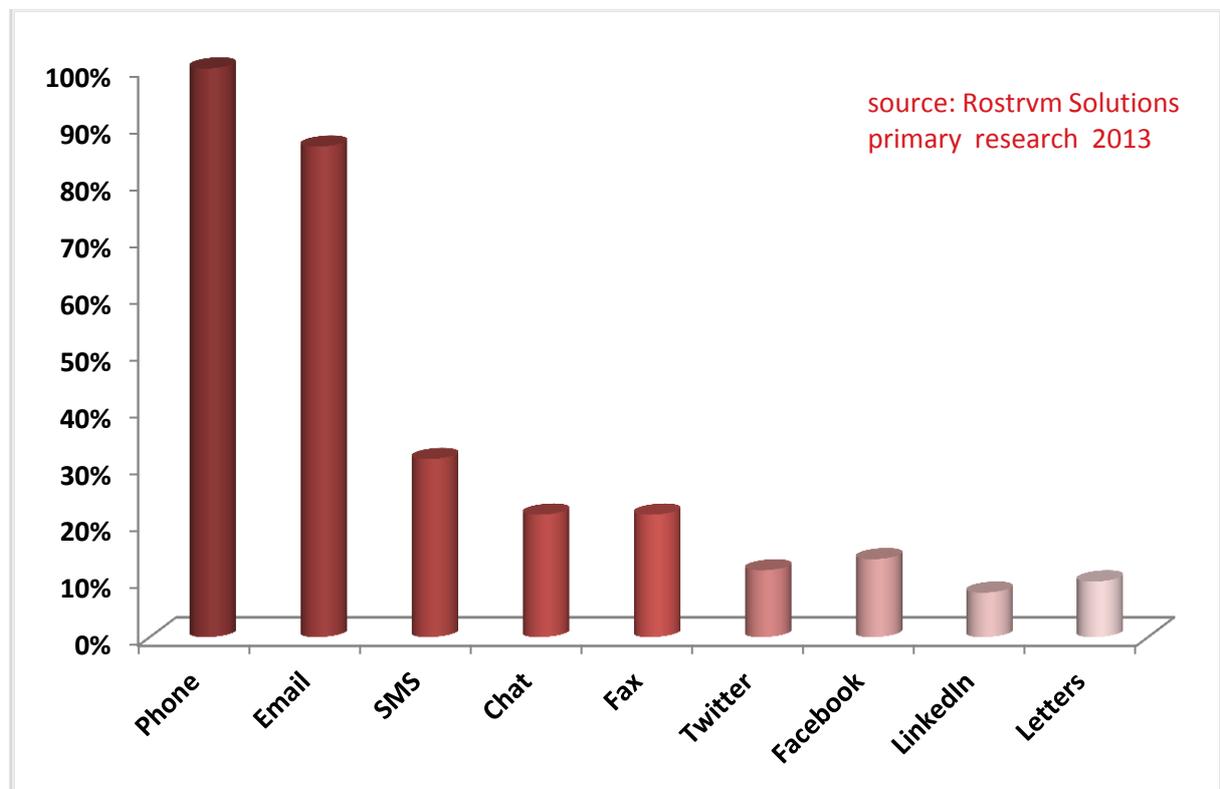
How many IT applications does it take to complete a telephone call? (Contact centres with more than 50 agents)

73% of contact centres with more than 50 agents use 3 or more desktop applications to complete a telephone call. This compares with 60% of overall responses received.

We also assessed differences between the public and private sectors. Whilst public sector call centres were in general smaller than private sector counterparts, the public sector is likely to use more applications to complete a telephone call. 69% of public sector contact centres use 3 or more computer applications to complete a telephone call.

The back office

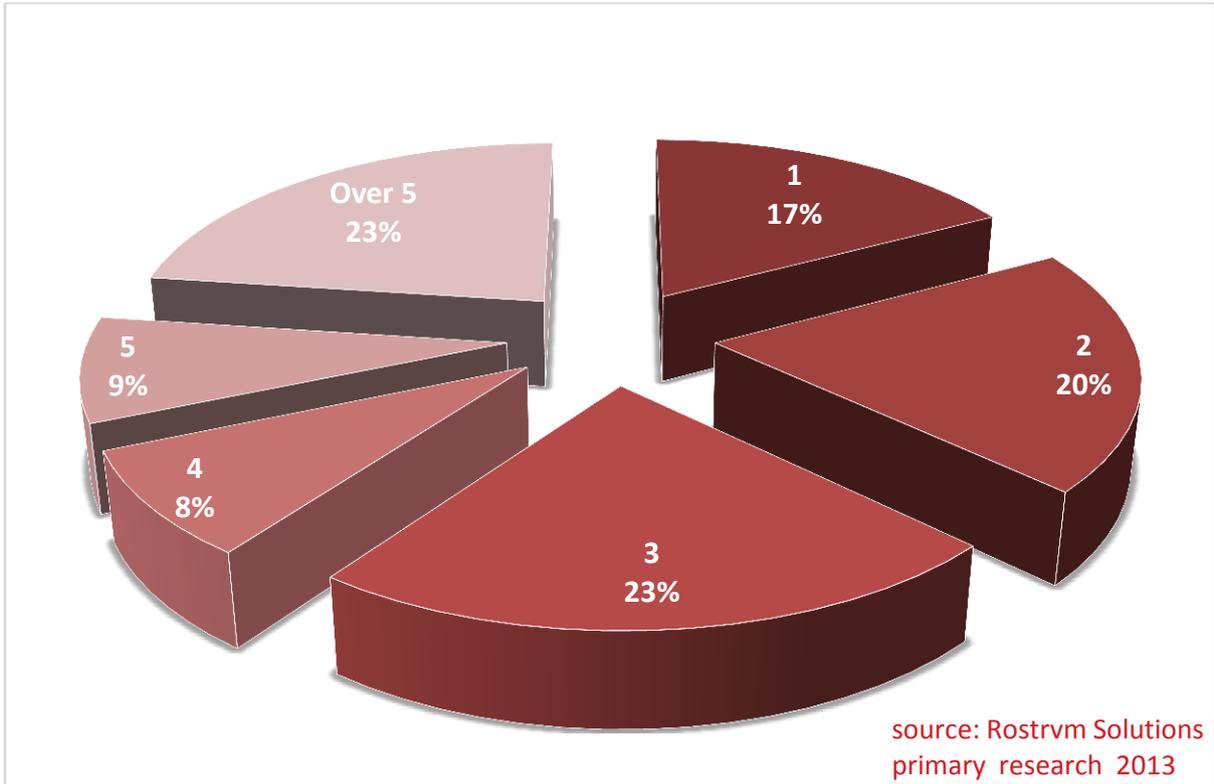
A notable change in contact centre activity is the reduction in white mail (letters).



Also, some of the work that previously took place in the contact centre is now being handled in the supporting back office. The back office has similar complexity to the contact centre.

The inefficiencies observed in the contact centre created by multiple applications and complex data handling are mirrored and even amplified in the back office.

Despite this, whilst all contact centres measure performance, 40% of respondents did not have any criteria or metrics to measure back office performance.



How many different software applications are typically used by your back office team to complete a transaction?

How can rostrvm help?

Survey responses illustrated that whilst there is demand from customers to deliver advanced and multimedia services, poor and difficult-to-use technology prevents contact centres from providing them.

This is where Rostrvm can help. Operations looking to enhance their operations and improve efficiency can turn to us, as we are the UK's leading developer of customer service hub software.

Let's take the issue of Desktop applications use: we know that the larger the number of applications required to process a call, the greater the workload for the agent. This means it takes more time to process the call, which leads to higher operational costs and reduced productivity.

We see it every day – technology silos forcing users to flick between mainframe screens, cut and paste from one database to another, update ad-hoc spreadsheets, scribble down information and stick notes to the computer screen.

Here's an example: let's assume that a simple change of address call means data needs to be changed in 3 different systems and takes 4 minutes; if this happens 100 times a week, the time wasted amounts to roughly 1 day. If that is repeated across different functions an enormous amount of effort is wasted!

Here's how Rostrvm can help:

- **rostrvm DeskTop** cleans up the messy desktops and awkward IT systems that slow your people and your business down.
- **rostrvm BackOffice** is for the people in your business who would benefit from a more structured, proactive approach to task management and better management information.
- **rostrvm CallGuide** supports your contact centre people to do the best job they can when they are serving your customers

Our solutions unify customer interaction without restriction from underlying IT systems. Not only do we provide context-and-customer sensitive data from multiple sources, our systems support business processes to ensure the right information is given and received at the right time resulting in:

- consistent business conformance
- improved performance through shorter transactions
- dramatically reduced training time for new staff and new activities

About Rostrvm Solutions

rostrvm simplifies your customer service technology and processes so that they play well together, using innovation and flexibility.

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.
- Why throw away your existing investment when you can enhance it cost effectively and with minimal risk? We provide support and improve any IT environment and telephone system.
- A truly integrated platform that supports increased functionality.

Our company

We're a British software company. We design, develop and support the **rostrvm** suite of applications and have 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 Autonet Insurance, Cable & Wireless, EDF Energy, London Borough of Wandsworth, Nottinghamshire County Council, 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 us and what we offer on our web site. For full details, 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 customer contact 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.

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