

Asia Risk Technologies provides specialist outsource services for the Asian financial services sector.

Industry Sector

Financial Services

Business Process Outsourcing

Project Objectives

To provide location independent call centre services in a flexible technical and commercial framework.

“Our needs are unusual and challenging, both technically and commercially.”

Graham Clark
Chief Executive Officer
Asia Risk Technologies

Asia Risk Technologies (ART)

ART is a specialist outsource services provider for the financial services sector with operations in Singapore, Hong Kong and Japan.

The financial services sector in Asia, and in particular the insurance industry, is in the midst of a period of radical and permanent change. Convergence, consolidation and the rise of new and alternative distribution channels are driving business strategy, with the ever-increasing demands of delivering industry best practice and ensuring attainment of internationally recognised corporate compliance standards.

The challenge

As one component of a comprehensive Business Process Outsourcing (BPO) offering ART provides a number of call-centre-based services. ART targeted Japan to develop the call centre offering and expand the business with value add services to customers including

- Direct Marketing / Telemarketing Sales Support
- Campaign Management
- Full Cycle Policy Administration
- First Loss Response
- Claims Processing
- Data Collection / Segmentation

The solution

In 2005 Asia Risk Technologies searched the market for a new call centre infrastructure to support its customers and their contact management requirements. After extensive research ART selected the **rostrvm** call centre platform from Rostrvm Solutions.

Following a short period of training at Rostrvm Solutions’ premises in the UK, Asia Risk Technologies’ IT team integrated the call centre application with ART’s in-house-developed CRM system and deployed the combined solution in Japan. The **rostrvm** call centre was implemented on an off-the-shelf Cisco, Microsoft Windows and Voice-over-IP infrastructure.

“Our needs are unusual and challenging, both technically and commercially” commented Graham Clark, Chief Executive, Asia Risk Technologies. “Each of our customers places unique demands on our business; technically we need a call centre with functionality that can be changed quickly. The **rostrvm** Invex Voice-over-IP architecture is a perfect technology fit that we can adapt to each customer situation. For example, a key issue in Japan is voice sensitivity. Consumers in Tokyo don’t necessarily feel comfortable buying from people with a Nagoya or Osaka accent, that’s how sensitive customers can be.

Topic

Distributed Call Centre
Pay-for-Use Commercial Model
Voice – over – IP

Highlight

rostrvm's pay-for use commercial model gives us the flexibility of matching costs to revenue with the security and control provided by having the equipment installed on our premises.

“It’s a smart product giving us and our customers the flexibility to manage and support current requirements with the option to change the operating model quickly when the need arises.”

Graham Clark
Chief Executive Officer
Asia Risk Technologies

“The **rostrvm** Invox Voice-over-IP architecture gives us the ability to offer a distributed call centre function with small specialist centres in a different number of places. It’s a smart product giving us and our customers the flexibility to manage and support current requirements with the option to change the operating model quickly when the need arises.”

Clark continued “The commercial model is also very important. In the fast-moving Asian financial services market our clients’ needs change rapidly. This means that our call centre volume and application requirements can vary from month-to-month. **Rostrvm’s** flexible commercial model gives us the edge in this area.”

The results

rostrvm’s pay-for-use commercial model gives us the flexibility of matching costs to revenue with the security and control provided by having the equipment installed on our premises.

The reality of business today is that strategies and business needs change quickly requiring a truly flexible approach to any form of business partnership. **Rostrvm** and **ART** have approached the call centre project on a professional partnership basis with open communication, laying the foundations for a mutually successful venture.”

ART has built upon the technology foundations to offer a range of service models to its clients incorporating:

- An Application Service Provider (ASP) model providing full time call centre services for some customers and out-of-normal-hours complementary services to others.
- A transaction-based model to match the market’s unit-cost focus.
- A value-add model delivering services such as telemarketing support

Graham Clark concluded “As with any responsive business model in today’s market, it is vital for us to seize an opportunity and adapt to the change required for a business to flourish. The structure of our organisation has to be adaptable and it is crucial that the technology infrastructure that we operate reflects the same ability to move quickly to take advantage of any opportunities. The **rostrvm** product is ideally suited for that environment. In the many different aspects of **Asia Risk Technologies’** growth, **rostrvm** will enhance our speed to market; it’s one of the areas we don’t have to worry about as we are confident that it will continue to grow with us.”



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**

rostrvm®, CLIPboard®, Invex®, Switchless®, CallManager®, AdVisor®, **rostrvm** CallGuide®, ScreenPhone®, OutBound®, CallDirector®, **rostrvm** CallBroker®, ControlCentre®, InterAct®, AutoAgent®, ToneType®, **rostrvm** AuditLog®, ReportWriter®, SuperVisor® and rostrvm InterFace® are all registered trade marks of Rostrvm Solutions Limited.

© Copyright Rostrvm Solutions Limited 2002 – 2011, Asia Risk Case Study 2011.1

rostrvm