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Industry Sector

Outsource
Direct Marketing

The team at Aquira helps big brand companies sell more. Lots more. To do that, they use direct marketing. All sorts of it. From mobile and telemarketing to social media, web and email marketing.

They're really good at it too. That's why they're growing. Fast.

In fact, things are going so well that they've opened a new, state-of-the-art site. It's called the Sales Lab. And it's in Pacific Quay, Glasgow.

The Sales Lab is based in a grade A historic building, which was originally constructed in 1894 as a steam powered hydraulic pumping station. It used to supply power to cranes loading and unloading cargo from ships visiting the port of Glasgow. These days, Aquira uses the building to power their clients' sales effort.

Aquira wanted to be able to develop its offering to customers significantly by creating a multi-functional contact centre at its Sales Lab. That meant having a robust and enduring infrastructure, as well as the latest Voice over IP (VoIP) infrastructures.

Aquira has invested in the **rostrvm** platform for high performance outbound dialling; CallGuide desktop tools to support the teams in delivering the right message; and inbound call management to manage inbound calls from customers and prospects.

The **rostrvm** system includes sophisticated campaign and list management tools to complement Aquira's high-quality data model, to ensure that the right people are called at the right time. **rostrvm** also delivers comprehensive performance data, allowing Aquira to manage and measure business success.

The challenges

Aquira planned to launch an in-house, managed dialler service for numerous clients across multiple channels and sites, based at its Sales Lab.

James Ratcliffe, Director of Data Services, Aquira, was involved in the project implementation and explains, "We started out being consultants to the outbound telemarketing industry and built up significant, useful data about consumers. We worked with many blue-chip companies and helped them achieve better sales but wanted to go one step further and bring the dialler capability in-house. We knew how to do telemarketing but rather than us just being consultants, we wanted to be able to offer customers the entire process in our Sales Lab, through our contact centre. We needed the right partners with specific skills to work with us and realise it."

Some of the Aquira team had worked with **rostrvm** before and saw that there were excellent synergies between both companies. **rostrvm** had a sound understanding of what Aquira was hoping to achieve, so were chosen to take the project forward.

Project Objectives

Aquira planned to launch an in-house, managed dialler service for numerous clients across multiple channels and sites, based at its Sales Lab.

"We also have a partnership where we pay **rostrvm** only for what we use, not a fixed amount. We are pleased with this commercial model as it provides flexibility, which is vital in this industry"

James Ratcliffe - Aquira

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

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Software used

rostrvm OutBound

rostrvm CallGuide

rostrvm SuperVisor

Highlight

Aquira won the Marketing Services of the Year category at the annual DMA (Direct Marketing Association) Honours 2013

James Ratcliffe adds, “We are pleased with the way the project is going and look forward to a long-term relationship with **rostrvm**.”

The solution

rostrvm and Aquira have built the UK’s only end-to-end outsourced sales service under one roof. **rostrvm** has supplied the dialler technology and helped with the first campaigns, which are primarily outbound sales.

The Aquira data model requires a lot of list/data management functionality and **rostrvm** is perfect for this, allowing the company to slice, dice and prioritise the available records on the fly using **rostrvm**’s in-built filtering technology. **rostrvm**’s data management gives Aquira the optimum chance of making contact with prospects and customers by calling:

- At the right time
- In the right place
- With the right message and medium to catch their attention

This means there are no more endless ‘blind’ re-dials with the associated risks, wasted time and effort.

James Ratcliffe says, “We also have a partnership where we pay **rostrvm** only for what we use, not a fixed amount. We are pleased with this commercial model as it provides flexibility, which is vital in this industry.”

The results

Aquira now has a scalable, affordable and functional solution with its Sales Lab, which is also going to create up to 420 jobs in Glasgow. Scottish First Minister, Alex Salmond, has welcomed this, saying, “The Sales Lab is a fantastic facility ... I look forward to continued work with Aquira to grow its presence in Scotland even further.” The new jobs will be in consumer and business-to-business sales and are being supported by Regional Selective Assistance funding from Scottish Enterprise.

Aquira has also been noticed elsewhere for its achievements. It won a Silver Award in the Outsourcer of the Year category at the European Call Centre and Customer Service Awards 2013.

Furthermore, Aquira won the Marketing Services of the Year category at the annual DMA (Direct Marketing Association) Honours 2013. The Honours recognise outstanding talent in the direct and digital industry and showcase achievements over the past 12 months.



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 Autonet, Vodafone, EDF Energy, London Borough of Wandsworth, Next Directory, *One-Sure* Insurance, RAC, Aston Villa Football Club 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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