

## Heritage Health increases performance with **poweredbyrostrvm** cloud contact centre

Heritage Health provides private medical insurance and has a team of highly experienced and knowledgeable healthcare consultants who find the most appropriate and cost-effective plans for customers.

Individuals, groups and businesses come to Heritage Health for UK Private Medical plans, International Medical Insurance for expatriates and specially-designed schemes.

The **poweredbyrostrvm** cloud contact centre delivers:

- inbound contact management with skills-based routing and queue functionality
- automated dialling supporting structured outbound campaigns with inbound blending
- agent support on the desktop, with scripting tools and process flow management
- call recording and retrieval
- management information and analysis tools

Emerson Peacey, Managing Director at Heritage Health, says that their telemarketing team have generated some 60% increase in “Transfers” since the launch of **poweredbyrostrvm**, without using more staff or data, and this is expected to increase.



### THE CHALLENGES

As a growing business, Heritage Health was looking to improve the efficiency of its telemarketing team, both in outbound and inbound communications. It chose **poweredbyrostrvm**, the cloud contact centre service from Rostrvm Solutions.

### THE SOLUTION

To improve its efficiency in telemarketing and to improve Telemarketing “Talk-time” Heritage Health has turned to the **poweredbyrostrvm** service.

Emerson says, “The team at Rostrvm Solutions were proactive, supportive and helpful in advising on and addressing some of the operational issues we faced by moving from our previous supplier and in bringing together our Salesforce.com CRM with the new service.”

**poweredbyrostrvm** supports Heritage Health’s outbound campaigns and routes incoming traffic to the best-skilled team member to deal with each enquiry.

Heritage Health also gets business insight from the **poweredbyrostrvm** Management Information System, which delivers contact centre operational data combined with business performance statistics.

## THE RESULTS

Emerson says, "Having a cloud-based solution makes commercial sense for us as it allows us to scale up or down depending on requirements and we don't have to take on additional staff or invest in hardware on site. There's no expensive outlay – and no worrying about maintenance and upgrade costs. The ability of the poweredbyrostrvm system to handle diverse call flows gives us the flexibility to run an efficient, high-performing contact centre."



The performance management system enables Heritage Health to identify the peaks and troughs in demand and how staff are performing, automatically, in real time so that adjustments can be made and resources maximised.

Emerson adds, "As a result of the **poweredbyrostrvm** implementation, Heritage Health now deploys telemarketing agents more efficiently. In fact, the Telemarketing team have generated some 60% increase in "Transfers" since service launch without using more staff or data, and this is expected to increase."

## poweredbyrostrvm



### Inbound Calls

From simple call queuing to multi-skilled, multi-site contact handling – deliver great service where and when it's needed. Powerful routing means that calls are handled gracefully and delivered to the right person at the right time.



### Outbound Contact

Hit your targets and keep promises to customers with Ofcom compliant blended predictive, progressive and preview dialling. Delight customers with proactive service. Stay in touch and show the competition how it's done!



### Agents Anywhere

Say and do the right things with agents anywhere – in the office, at home, on the move . . . scripting, note taking and call outcome capture supported by CallGuide for an effective, compliant and measured customer experience.



### In Control

Real-time and historical management information delivered to your connected devices as you need it. Compliant voice recording, system configuration, adds, moves and changes are all in your control from wherever you are.