



The changing face of email in the contact centre

Meeting customer service expectations; managing operational costs

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Table of Contents

- I. **The right tools at the right time 2**
- II. **rostrvm email management 3**
- III. **Email isn't just about email 5**
- IV. **Why all multichannel contact centres need a dialler 6**
- V. **About Rostrvm Solutions 7**

The right tools at the right time

Let's face it - email in the contact centre has been a long time coming. We remember demonstrating email handling in the contact centre back in the last century.

Back in the 1990s email as a contact channel was relatively easy to handle – your customer needed to be sitting at a PC to send an email, the volume of email was relatively small and the service level expectation for delivering a response wasn't great – often measured in days rather than hours or minutes.

When emails came from PCs and volumes were low it was perfectly viable to use office-standard solutions such as Microsoft Outlook to support email activity. Generalised email systems are powerful tools but in the contact centre environment simple use of email leads to considerable overhead in routing emails to agents and delivers little management information feedback.

Email expectations have fundamentally changed

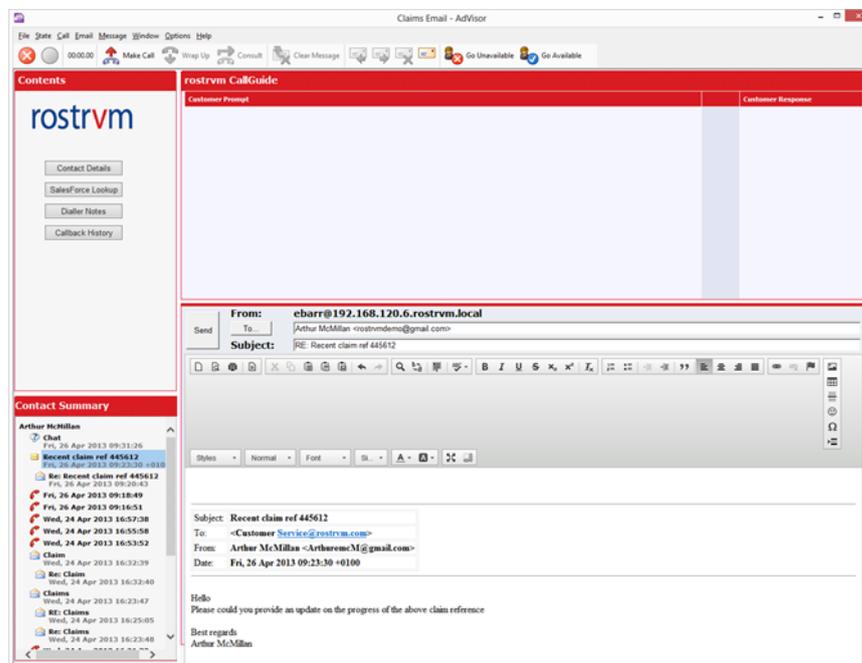
Today's connected customer has a smart-phone in their pocket or a tablet in their hand. Customers have always-on, always-available email and expect fast responses. And if you don't respond quickly and effectively don't be surprised if they use their phone to call you and compound your service level challenges.

rostrvm email management

Skills based routing for emails and text messages

rostrvm multichannel routing supports emails and SMS-text in the contact centre delivering.

- An intelligent contact-queuing capability that utilises business information to deliver personalised contact handling and support effective routing decisions.
- A powerful business rules routing engine that ensures contacts are delivered to the most appropriate resource.
- Skills-based routing Customer enquiries may require specific agent skills to be handled most effectively. Skills, and the attainment level for each skill, can be assigned to agent groups, teams of agents or individuals



Management information and service level setting

Meeting customer service targets can be difficult. rostrvm SuperVisor tells you what's happening now, what's happened in the past and delivers the data you need to plan for the future.

rostrvm is designed to deliver information to the people that need it, in the most useful format:

- 'Personal Wallboards' make real-time performance visible to all call centre members
- Detailed operational information for team leaders, supervisors and call centre managers
- Browser-based business outcomes for the wider management and client community
- Historical reports for analysis and forward planning

All Contacts								
Start Time	End Time	Duration	Class	Customer	Alert Time	Talk Time	User Name	Outcome
29th Apr 15 10:22:31	10:22:53	22s	Claims Email	rostrvmdemo@gmail.com	3s	19s	ebarr	Sent to Assessor
29th Apr 15 12:49:33	12:53:12	03m 39s	Claims Email	rostrvmdemo@gmail.com	2s	03m 35s	ebarr	Arranged Callback
6th May 15 09:30:41	09:31:10	29s	Claims Email	adam.cohen@rostrvm.com	4s	18s	ebarr	Sent to Assessor
12th May 15 11:49:46	11:50:46	01m 00s	Claims Email	rostrvmdemo@gmail.com	5s	55s	ebarr	Sent to Assessor
12th May 15 14:51:22	14:52:29	01m 07s	Claims Email	rostrvmdemo@gmail.com	3s	01m 04s	ebarr	Claim Refused
20th May 15 15:06:32	16:07:38	1h 01m 06s	Claims Email	rostrvmdemo@gmail.com	3s	15s	ebarr	Arranged Callback
26th May 15 09:40:23	09:41:07	44s	Claims Email	adam.cohen@rostrvm.com	1s	11s	ebarr	Sent to Assessor
27th May 15 09:25:41	09:26:21	40s	Claims Email	rostrvmdemo@gmail.com	3s	37s	ebarr	Sent to Assessor

rostrvm ‘sees’ everything that happens and records activities step-by-step, building a comprehensive Management Information database. **rostrvm** provides a holistic view of your contact management performance and how it relates to business metrics across your customer service hub.

Email isn't just about email

The contact centre's purpose has changed from transactional activity to one where your customers can contact you for a wide range of reasons and through a variety of communication channels – you can talk to your clients on the phone, by email, text message... the list goes on.

Your customers are demanding choice but your contact centre needs to balance meeting their wishes, satisfying service needs and optimising costs.

Let's take an example: your customer sends you an enquiry by email; how do you respond? If you focus on the channel then it would seem obvious to reply by email. Whilst this may be an effective response channel for a simple enquiry, when you are dealing with customer- and case-specific enquiries an email response may open the door to a time-expensive series of emails. Answering email with email is costly [typing takes longer than talking] and email is a poor medium when you measure your operation's first contact resolution and customer satisfaction.



The answer is often to shift the channel back to the telephone. If your client writes to you with a complex question then the most effective customer service response is to pick up the phone and talk. Responding quickly is important as today's smart-phone users have email in their pockets and expect fast responses – otherwise they will use their phone to call you and compound your service level challenges.

Why all multichannel contact centres need a dialler

Even in call centres that regard themselves as primarily inbound, 40% of all contacts are actually outbound - such as when returning calls and responding to emails. Is your operation equipped to handle these contacts? A sure sign that it isn't is if vital customer service promises, such as the agreement to call back, aren't kept or are taking too long to be done or customers are calling you to follow up their recent email.

Phone first! You need to talk to your customers

It's more efficient to call than to employ any other method of communication. Phone calls are certainly the most effective way to deal with complaints.

Did you know?

- Answering an email takes at least three times as long as calling someone. The contact resolution rate – such as satisfying a complaint - is much lower with written communications than with telephone conversations. Think about it next time you email – will this email get to the heart of the matter as quickly as talking to the person?
- Text 'conversations' take 3x as long as a phone call and 'first-contact' resolution rates can be poor. Remember too that the written word does not have the same nuances as speech and can be misinterpreted – dangerous if you're dealing with customer issues!

We're not saying abandon email! There are times when an email will completely meet the customer's need but don't neglect speaking to your contacts if you want to keep them!

About Rostrvm Solutions

rostrvm simplifies your customer service technology and processes so that they play well and precisely 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, Vodafone, EDF Energy, London Borough of Wandsworth, Nottinghamshire County Council, Heritage Health 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!

Perhaps you just need advice on how to implement efficient precision dialling. We don't claim to have all the answers but you can be sure of our knowledgeable approach. We have a 'can do' attitude that consistently meets and exceeds the expectations of our customers, ensuring that they're well equipped to provide excellent service to *their* customers.

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