

XLN Telecom provides reliable and affordable Phone, Broadband, Energy and Merchant Services to small businesses across every high street in the country.

### Industry Sector

## Telecom Services

XLN is the UK's leading dedicated Small Business supplier and a long-established customer of Rostrvm Solutions. It provides reliable and affordable Phone, Broadband, Energy and Merchant Services to small businesses across every high street in the country.

Its UK-based call centres are open 24/7 to ensure continuity of support to customers and they benefit from Rostrvm's software solutions, including:

- Performance management tools to monitor the volume of calls, achieve workflow efficiencies and maximise resources. Reporting modules provide great visibility. Business outcome and real-time and historical data is available on customisable dashboards and wallboards
- UK-based service and support from Rostrvm's experts.

### Project Objectives

**To implement a robust dialler system quickly to accommodate continued expansion at XLN**

- **rostrvm Invox Complete**, a scalable SIP (Session Initiation Protocol) VoIP (Voice over IP) call centre system where customer contact facilities are deployed without the need for traditional telephony platforms. Agents use **rostrvm ScreenPhone** on their PCs instead of telephones.
- Outbound contact management with an integrated dialler, which supports structured, automated outbound contact and efficient call-backs.
- Inbound contact management with smart queuing and routing using caller ID.
- The ability to blend Inbound and Outbound services to optimise the balance between customer demand and contact centre resources.
- **rostrvm CallGuide** on the desktop, with full scripting tools and process management functions to support agents through different types of calls.
- Integrated call recording and retrieval with meta-data tagging and quick click-through from management information and real-time dashboards.

### The challenges

Due to the continued expansion of XLN's Sales department, the contact centre required a dialler system to support the scaling of its Outbound Sales teams. Saeed Sheikh, Chief Service Officer, said: "We needed to quickly accommodate the fast delivery of a campaign promoting our new mobile product and this required extra capability."

Saeed's role was to select a provider that would not only offer a brilliant solution, but also become a partner in helping drive XLN's business forward in the longer term.

Managing their customers well and maintaining world-class service levels is important to XLN. To keep these high standards they required more than just an out-of-the-box dialler; in fact, they needed complete contact centre **functionality** - ACD and IVR, with potential for CRM integration.

Saeed explains, "We chose Rostrvm for several reasons: it has impressive credentials in the marketplace and the capability to deliver to our needs. More importantly, representatives from the most senior level were willing to listen to our requirements and help tailor **rostrvm** to our exacting business requirements. That's such an essential ingredient for us. To be able to grow a partnership rather than simply manage a typical day-to-day client/supplier relationship."

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**Saeed Sheikh, Chief Service Officer**

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Highlight

“The main benefit of working with Rostrvm is having the luxury of being at the captain’s table of a smooth sailing ship. Representatives from the most senior level were willing to listen to our requirements and help tailor **rostrvm** to our exacting business requirements. That’s such an essential ingredient for us. To be able to grow a partnership rather than simply manage a typical day-to-day client/supplier relationship.”

**Saeed Sheikh, Chief Service Officer**

**The solution**

XLN chose **rostrvm Invex Complete** - a scalable SIP (Session Initiation Protocol) VoIP (Voiceover IP) call centre solution where the full **rostrvm** customer contact functions can be deployed without the need for traditional telephony platforms. XLN’s agents use **rostrvm ScreenPhone** multimedia PC, which provides them with both Inbound and Outbound contact management functionality on an IP infrastructure.

Alongside an outbound dialler solution for one of XLN’s sales channels, Rostrvm deployed support for the inbound traffic for Sales and Service. They also integrated **rostrvm** with the company’s own bespoke CRM and assisted with the creation of custom reporting (required alongside demonstrating how to utilise default reports to drive agent performance).

Saeed says, “The CRM integration was a challenge which needed workarounds and tailor-made solutions. The team at Rostrvm are extremely engaging, ensuring we’re not just treated like another client but a long-term partner.”

**Results**

XLN’s Sales and Service teams continue to expand with the latest version of **rostrvm** technology. The smart routing using customer ID and database look-up ensures contacts are put through smoothly to the most appropriate person for their needs.

**Rostrvm Invex Complete** allows XLN to leverage investment and cost effectively deliver advanced capabilities, including having a contact centre without telephones and screen-pops without computers at the agent desktop.

Saeed describes the main benefit of working with Rostrvm as “having the luxury of being at the captain’s table of a smooth sailing ship.”

Saeed adds, “I think the relationship is particularly successful because we invest in the partnership too - Rostrvm provide the solution and we support them by testing new releases to provide feedback to drive improvements.”



#### 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 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. See our website for more case studies.

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 do on our website. 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.

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.