



Towergate Insurance

Delivers Improved Personal
Service to More Customers



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About the Author



Chris Key, CEO, Hostcomm

Chris is founder and Managing Director of hosted telephony provider Hostcomm. The business was one of the first of its kind in the UK and today offers an unrivalled VoIP network infrastructure. Chris’s 20 years’ experience in voice and data networking and pursuit of innovative new technologies ensure Hostcomm’s services are stable, cost-effective and continuously evolving.

Delivering improved personal service to more customers and boosts performance



With the Hosted Contact Centre Solution

The renewals team working in the contact centre at Towergate Insurance needed to increase contact rates to generate more sales. The company swapped its manual dialling processes for the Hostcomm ContactPro outbound predictive dialler. Today, agent performance is no longer hindered by calls that don't connect. Agents can concentrate on having meaningful conversations with prospective clients. Their service to customers is more personal, and they've increased call rates significantly. The business is also able to use performance information provided by the predictive dialler to refine its call campaigns and boost sales.

Goals

- ✓ Increase contact rates for telesales activity
- ✓ Increase revenue from telesales activity
- ✓ Move from manual to automated dialling
- ✓ Improve customer service

Hostcomm Services

- + Hosted Contact Centre Solution
- + ContactPro Hosted Predictive Dialler
- + Call Recording

About Towergate Insurance

- ✓ One of the UK's leading insurance intermediaries
- ✓ More than 5,000 staff across 12 UK offices

 www.towergateinsurance.co.uk

Business offers high service quality while growing revenue

Part of Towergate Insurance, Europe's largest independently-owned insurance intermediary, Towergate's Milton Keynes branch specialises in risk management, and commercial and personal insurance for small-to-medium-sized enterprises.

Towergate Insurance takes pride in its service to customers and ability to deliver tailored insurance packages to suit their needs. To maintain its marketleading position, the company continually refines its campaigns to target the right people with the right products. The organisation's highly trained call centre agents are crucial in this process. Part of their job involves contacting potential customers whose insurance policies are due for renewal. It means speaking to as many leads as possible, but agents also provide a high quality of service - a responsibility they take very seriously.

Until recently for this team, a manual dialling process made it difficult for its members to reach the high numbers of leads needed to hit sales targets. Lewis Ramoo, New Business Sales Manager, Towergate Insurance, says: "Our agents have to conduct a high volume of calls, but engaged signals, answering machines or unanswered calls waste valuable talking time. Even when we increased our number of agents to improve our contact rate, our system was unable to supply agents with the extensive data needed to deliver a constant flow of leads."

Hostcomm ContactPro: An ideal solution

Towergate Insurance approached Hostcomm, a hosted VoIP telephony and contact centre services provider, to explore the option of a hosted, outbound predictive dialler.

The Hostcomm ContactPro hosted predictive dialler provides a team of 11 Towergate Insurance agents with an intuitive, automated telephony solution. The automated dialler minimises the time agents spend waiting between conversations, while reducing the chance of someone answering when no agent is available. The dialler automates the process of making large volumes of outbound calls, ensuring the calls are made in the most efficient way possible. It monitors calling patterns within a group of agents, looking at trends and calculating the speed and frequency at which to dial the next contact.

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It's a very easy system to use. When agents log on, they're taken to a front page which prompts them to connect to their allocated campaign. The dialler calls the numbers automatically, and when a call is connected, the technology screen-pops specific customer details such as their company name and history. Using this information, agents can provide better, more informed services to customers.

Lewis Ramoo, New Business Sales Manager,
Towergate Insurance Services

Not only is manual dialling eliminated completely, the dialler also filters out all the busy signals, unanswered calls, or answering machines, ensuring that the agent is confronted only with a real person on the end of the line.

With Hostcomm's help, Towergate Insurance has integrated the predictive dialler with its Microsoft Dynamics CRM customer relationship management system. Here, leads, client records and other customer-related information are stored. Through this CRM integration, detailed call disposition can take place. This means the solution tracks call outcomes, such as whether the call connected, whether the intended recipient was reached and whether the call needs to be followed up. "These detailed reports provide sales managers with greater insight into the progress of a campaign," says Ramoo.

At Towergate, the dialler is also configured to ensure no leads are missed. Ramoo says: "If a call hasn't connected, or an answering machine picks up, the dialler will automatically reschedule the number in the system to be dialled later."

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Lewis Ramoo, New Business Sales Manager,
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Competitive edge gained though improved workflow and insight

Towergate's agents are comfortable with the organisation's transition to using a predictive dialler and Ramoo intends to scale up the project to include more users over time. "Our experience with Hostcomm has been very good," he says. "Help is always available when we need adjustments to be made and it's extraordinary how adaptable the technology is. The Hostcomm ContactPro hosted predictive dialler works for us without me having to manage it."

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Sales managers use reporting insight to refine campaigns

The reporting functionality within the dialler automatically documents the outcome of each call. This information is stored in the CRM system and can be pulled into customised reports. With call outcomes tracked, managers have a deeper, real-time insight into call trends and call conversions helping them to measure the effectiveness and efficiency of a particular campaign. Using this information, they can improve the sales processes of their teams and improve campaigns to become more efficient and better targeted.

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Reporting has made a vast difference to our sales. We can monitor contact rates and better understand which campaigns work, which don't and why.

Lewis Ramoo, New Business Sales Manager,
Towergate Insurance Services

Call recording supports compliance and training

To comply with Financial Conduct Authority (FCA) regulations, financial organisations are expected to document insurance transactions. Call recording equipment within the Hostcomm predictive dialler helps Towergate to satisfy FCA requirements that adequate records are kept. “The ability to record calls and listen to them is crucial in the insurance industry,” says Ramoo. “We need to comply with regulations at all times, as well as be able to audit our calls.”

Call recording can also provide a vital tool in helping agents to reach their full potential. Managers can use recordings to teach employees the best ways to speak to customers and help them hone their skills faster than many other methods.

Manual dialling, engaged dial tones, call tracking and other manual tasks no longer hinder call centre agents. Automated dialling enables them to focus on sales techniques and develop their skills. The dialler easily supports a high volume of calls, so agents can sustain the increased customer contact rate and generate more sales.

Predictive dialler technology, integrated with the company’s CRM system, can also help Towergate to retain customers by providing a better, more efficient and personal service. Agents see relevant customer details the moment the call connects without having to search manually or make notes while they’re on a call. Through this seamless integration, they can easily access the information they need to help translate leads into sales.

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The contact rate affects our business a great deal,” says Ramoo. “The Hostcomm ContactPro dialler enables us to speak to more customers than ever before. We’ve already seen a huge improvement in the way our renewals team operates.

Lewis Ramoo, New Business Sales Manager,
Towergate Insurance Services

What could a dialler do for you?

Request a free trial:

www.hostcomm.co.uk

Talk to us... we are here to help

If you have any questions or require further information, please get in touch:

 0808 168 4400 / 0203 372 8420

 sales@hostcomm.co.uk

 www.hostcomm.co.uk

 [linkedin.com/company/hostcomm-ltd](https://www.linkedin.com/company/hostcomm-ltd)

 twitter.com/Hostcomm

 [Google+](#)

The Old Convent • 8 Broad Street • Ottery St Mary • Devon EX11 1BZ

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Registered Office: The Old Convent, Ottery St Mary, Devon, EX11 1BZ • VAT registered GB837980773

 **Hostcomm**
Business VoIP Solutions