

# Teamwork is the key to success

For Royal & SunAlliance, a global insurance provider, telephony is an integral component of success.

Royal & SunAlliance use BTS' Sigma Web call management to log 10,000 extensions across 40 major UK sites.



Stuart Smith, Call Centre Consultant at the company says, "As the general public becomes more familiar with buying insurance over the telephone, call centre customer-handling is becoming an increasingly important arm of our business. As habits continue to change, our business will gradually become more web-based, but the telephone will remain vital."

"We've moved a long way from the old 'nine to five', when people put pen to paper to arrange insurance cover. A customer phone call demands an immediate response at any time, night or day, from a highly trained member of staff. It's essential that we know when peak calling times occur so that we can staff up accordingly and keep service levels high. This is why BTS is so vital to us. We use their call logging primarily for measurement of service standards. Whilst we are naturally cost-conscious, saving money is only a secondary reason for using the equipment."

**"A BTS system was originally installed in Royal Insurance 11 years ago, and when the merger with Sun Alliance occurred 6 years later, we reviewed the 2 companies' respective systems. BTS was a clear winner."**

"We have continued to review other suppliers, but each time come to the conclusion that BTS still have the most comprehensive set of reports designed for measurement of service standards. To measure service standards, you need sophisticated algorithms and BTS seem to have done more work in this area than most. Sigma Web gives us the average speed of answer, the length of conversation, the number of calls, and the times of day that calls come in. It also shows us how customer behaviour alters throughout the year, depending on such things as advertising, holiday periods, sunny weather and accident-inducing storms."





Currently Royal & SunAlliance have 10 large and a number of smaller call centres in the UK, and also other traditional non-call centre sites. Although the volume of telephone traffic on the 30 non-call centre sites is not as high, their callers tend to demand an exceptional level of service, due to the nature of the individually tailored products that they are buying.



“We know most of the team at BTS, including the Managing Director and technical staff. I believe ours is one of the biggest BTS systems in operation and the good working relationship we share means that we are often consulted on development. Likewise, we make demands when we feel something needs to be developed, and BTS is very responsive. I find in each new software release that BTS has given me most of what I requested.”

Over the years of the relationship, the BTS system has evolved to become a web-based product, and this has been very useful to Royal & SunAlliance.

Stuart Smith explains,

“Sigma Web gives open access, using standard tools such as Internet Explorer, so that any Royal & SunAlliance office in the world could access it should they need to.”

We access it daily from all over the UK and all our managers can get the information they want, when they want it, rather than waiting for someone else to send what they think would be useful. Because the BTS system links in to our email system, if a manager requires it, we can automatically email reports to a relevant group.”

“At Royal & SunAlliance the ethos is teamwork,” Stuart concludes. “The profile of call logging is rising, because the information it provides is becoming increasingly important in benchmarking the communication levels between divisions.”



If you would like more information on how BTS can help your organisation, please contact:

BTS Holdings Limited,  
BTS House, 69-73 Manor Road,  
Wallington, Surrey SM6 0DD

Tel: +44 (0)208 401 9000  
Fax: +44 (0)208 401 9100  
Email: sales@bts.co.uk

BTS pursues a policy of continuous improvement and reserves the right to revise published specifications and details without prior notice. BTS takes every precaution to ensure that the information and other material in this publication are correct and complete but accepts no liability of any kind for any error or omission within.  
Microsoft Internet Explorer is a registered trademark of Microsoft Corporation in the United States and/or other countries.  
All other trademarks acknowledged.