



Rossgower Case Study

Introduction

Rossgower improves Customer Service with new JT system. Rossgower is a long established Guernsey Insurance Broker providing vehicle, home and marine insurance solutions to Channel Islanders.



Website
<https://www.rossgower.com/>



Business Challenge

The rising need for a robust telephony system capable to support global growth.

JT was approached to overhaul the company's outdated and basic telephone system in its Rohais office and in July 2014 provided new ISDN lines and a new Mitel telephone system. Rossgower had not updated their telephone system for a few years and it lacked the simplest of facilities such as caller ID.

JT Solutions

The solution that JT delivered has brought immediate advantages for Rossgower and its customers.

The new system is working very well and was quickly rolled out with onsite training direct from JT's engineers. The implementation of the new equipment was very straightforward and due mainly to JT preprogramming a lot of the phones before installation which meant everything done on site was quick and seamless. Since installing the new system the company have managed a high volume of calls without any teething problems.

Dean commented: "Payment Card Industry (PCI) security standards are a hot topic right now for every business that processes payments over the phone and how you look after sensitive data and what protocols are followed when handling credit card payments is

very important. Our new system offers a voice recording facility which is essential in creating an audit trail of our service to individual customers. It allows us to record and time and date stamp every call, which makes it easier for us to comply with PCI standards”.

Rossgower stated: “In our business, taking instructions for something as detailed as car insurance requires accuracy and being able to see, and now hear, the full history of each client’s communication with us is invaluable. Overall, and aside from the new headsets which have made life a lot easier for us, the one major advantage that the new system has brought is the full messaging facility. This provides us with an out of hours service that we didn’t have before and enables us to share information 24/7 and direct customers to our online quotes and claims systems, which are available to them day and night. In Jersey, we operate an internet service, so with no physical office a good and efficient phone system is key.

“For many small businesses like ours, the cost of implementing an entirely new telephone system can be prohibitive, however, what I would say is that through an operating lease with JT we now have all the benefits of a big company system but within a budget we can maintain. The installation was also not as disruptive as might be anticipated, the JT team had us up and running within just a few hours and we started to see improvements to our customer service immediately”.

Customer Endorsement

“Every step of the way JT has made it a priority to understand our needs and has provided a thorough service delivering the technology to complete the picture for us in terms of customer service. We now have a personal relationship with JT and going forward we are already confident that they will be able to make improvements to our broadband service when it is introduced next year.”

Dean de la Rue, Director, Rossgower

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