



ROYAL LIFE SAVING: SAVING LIVES WITH A SUPERIOR CUSTOMER SERVICE OFFERING

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Allan Godfrey, GENERAL MANAGER OF MARKETING AND FUNDRAISING, ROYAL LIFE SAVING SOCIETY, WESTERN AUSTRALIA

1 BUSINESS CHALLENGE

The Royal Life Saving Society, Western Australia (RLS), was founded in 1909. Its main focus is to bring lifesaving awareness and skills to communities throughout Western Australia. It operates out of an office in Perth that supports two rural call centres, and provides first aid training to as many as 40,000 people every year.

At its core, RLS is a charity and funds its initiatives through a combination of government grants, private sector sponsorship, social enterprises and community support.

When the Western Australian State Government introduced the New Enterprise Incentive Scheme in 2003, RLS seized the opportunity to create two commercial call centres in rural Western Australia. This allowed RLS to save money by managing its telemarketing in-house and raise funds by on-selling call centre services to other organisations.

RLS's two call centres were wholly managed by a private service provider that went into receivership in 2004. RLS was suddenly left without a partner to run its call centres.

"That put us in a really difficult position," says Allan Godfrey, General Manager of Marketing and Fundraising, RLS. "AAPT stepped in to ensure we had continuity of service. This not only ensured we maintained service continuity, it also simplified our call centre management by allowing us to manage the call centres directly."

2 SOLUTION FEATURES

AAPT provides each RLS call centre with two rebilled 30-channel ISDN services, as well as an ISDN service for the society's Perth office.

The call centre ISDN supports 25 inbound services as well as the organisation's own telephony requirements. To ensure the relationship is productive, RLS assesses service level performance in monthly,

minuted meetings with its account manager as part of AAPT's Customer Charter initiative.

In May 2013, AAPT also installed a DSL IP VPN connection between the Perth office and the call centres. This allows RLS to more efficiently share business-critical data between sites.

KEY SOLUTION FEATURES

- 1. Voice services**
RLS utilises a range of AAPT's inbound services such as 13, 1300 and 1800 numbers, as well as AAPT's carrier-grade national ISDN services for outbound calls.
- 2. Managed IP VPN**
RLS uses an AAPT IP VPN to securely share data, communicate between its offices and increase productivity.
- 3. Customer portal**
AAPT's online customer portal, AAPT Frontier, lets RLS log faults, review services and access 12 months worth of account details in real time.
- 4. Customer Charter**
Monthly meetings between RLS and its AAPT account manager ensures ongoing, in-depth discussions on expenditure, service issues and potential future projects. This allows RLS to assess the cost-effectiveness of its current services, easily resolve performance issues and plan for the future.
- 5. New business**
AAPT regularly refers clients to RLS for call centre services, helping to sustain the revenue required to run its education programs and awareness initiatives.
- 6. Fundraising sponsorship**
AAPT also regularly sponsors RLS fundraising events.

RLS DERIVES VALUE FROM QUALITY OF SERVICE & HIGH LEVEL OF SUPPORT

"If we're running a fundraising event, I can rely on AAPT to donate something that we could use as a prize. They've always been really supportive."

Allan Godfrey, GENERAL MANAGER OF MARKETING AND FUNDRAISING, ROYAL LIFE SAVING SOCIETY, WESTERN AUSTRALIA

AAPT TO THE RESCUE

3 THE RESULT

As a charitable organisation, price is a key consideration in choosing service providers. AAPT offers RLS a competitive rate for these services, but it is the quality of service that provides the greatest value to the charity.

"The level of customer service we have with AAPT is outstanding," says Allan. "We have a very good relationship and they are always looking to assist and promote Royal Life Saving and the services we provide to the community."

Good account management

RLS takes full advantage of monthly, minuted meetings with AAPT to resolve service issues, discuss current and upcoming projects, and plan for the future.

"They talk to us about our bill and any service issues; if we have anything to report, we sit and talk with them about how to resolve it," says Allan. "AAPT also looks at how much we're spending and enquire about business activity and its potential impact on our telecommunications requirements."

Above and beyond

To help the charity, AAPT uses monthly meetings to stay abreast of upcoming RLS fundraising initiatives and discuss ways to help raise funds.

"In the corporate sector, it's common for a service provider to take clients to lunch," says Allan. "I always say to AAPT, 'We don't

want that. The best way you can contribute is to help us sponsor or participate in an event for us or one of our charity clients."

AAPT regularly sponsors and participates in events hosted by RLS and its charity clients.

"They are genuinely interested in what we're about," says Allan. "If we're running a fundraising event, I can rely on AAPT to donate prizes. They've always been really supportive in that area."

Referring business

The society has gained a wealth of new charity and corporate business from its relationship with AAPT, which makes a concerted effort to refer new clients to RLS's call centres.

AAPT also endeavours to find ways for RLS to increase its corporate exposure. At a recent event, the company invited RLS to speak to AAPT's corporate clients about the charity and its work. This opportunity resulted in RLS gaining ongoing support from several new businesses, increased community awareness and raised hundreds of dollars worth of donations on the day.

Further cost reductions

RLS is currently in discussions to shift ADSL connections from its current vendor to AAPT to take advantage of its 24-hour call centre help desk. The society is also planning to use AAPT to link its two call centres with a centralised PABX solution in its Perth office. This will allow RLS to manage both incoming client numbers and intra-business calls more cost effectively and efficiently.

OVERVIEW

The Royal Life Saving Society, Western Australia, needed a reliable company to manage its call centre telecommunications at the most competitive industry rates. When RLS's incumbent provider went into receivership, AAPT stepped in to ensure continuity of service, provide a new IP VPN connection, introduce new clients and allow RLS to take full control of its own call centre operations. Though pleased with the communications products, RLS derives the greatest value from AAPT's devotion to customer service.

CHALLENGES:

- Maintain business continuity after previous provider went into receivership
- Provide infrastructure for two call centres
- Create an IP VPN to connect call centres with head office
- Introduce new business to RLS

SUCCESSES:

- Maintained business continuity
- Improved links between sites
- New call centre clients and corporate donors
- Increased corporate awareness of client

AAPT IS ONE OF AUSTRALIA'S LARGEST CORPORATE ONLY NETWORK

AAPT owns and manages more than 11,000kms of fibre across our own national voice, data and internet network. We connect more than 174+ million voice calls and deliver 9073 terabytes of customer downloads every month. But the story of AAPT is about more than just statistics. Our value is not only in our network, our products and services, and our customer service, it's also in the way we partner with you. We believe that having the best products is simply not enough.

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