APPLICATION SERVICES

DELIVERING CUSTOMER SERVICE EXCELLENCE FOR THIS WATER UTILITIES ORGANISATION

AT A GLANCE

- 30 seconds to fully automate ID&V

- Validate callers with a short passphrase

- Eliminate account number requests, policy numbers or other personal information

- Decrease time agents spend on cumbersome ID&V checks

- Increase time spent helping customer

THE CHALLENGE

This IPI client is an OFWAT-regulated organisation, which means – like all water utilities providers – it must submit five-year business plan both to the regulator and market as a whole, outlining its plans for improvement and investment over the period.

A key element of this plan must be the organisation's commitment to improving customer service. With approximately eight million people relying on the client for fresh drinking water each and every day, it is vital it uses the latest and best technology to deal with enquiries efficiently and cost effectively.

IPI Exceptional Customer Contact

APPLICATION SERVICES

HOW WE HELPED

OFWAT keeps a close eye on all water utility providers' operations, and is particularly focused on how effectively they engage with their customers – especially if they have a problem with their water supply, are vulnerable, or are struggling to pay their bills. This client shares OFWAT's commitment to customer service excellence. IPI's applications development team of experts to improve customer call handling within its busy contact centre and with it, ensure that the eight million people who rely on its services enjoy the best possible customer experience. In particular, IPI delivered an innovative speech-enabled Interactive Voice Response (IVR) solution, an identification and verification (ID&V) system and an automation tool to help with routine enquiries and information requests.

IDENTIFY, VERIFY, SATISFY

Contact centre agents spend vital time authenticating callers, asking them for routine information that customers often believes the supplier should already know. Not only is this frustrating for the caller, when multiplied by the thousands of calls a contact centre receives every day, it can add up to become a significant overhead in terms of both resources and cost.

IPI's sophisticated ID&V solution reduces this overhead. Using advanced speech recognition and dual-tone multi-frequency (DTMF) technology, the solution allows this utilities provider to quickly and automatically identify and verify all its customers – in as little as 30 seconds.

Slash the number of security controls from more than

300

to just

9

Automate 95% of all verifications

> "Thanks to IPI we have been able to reduce the time it takes to identify and verify our customer by almost half. Not only is this good for our operations, it means our agents now have more time to focus on complex enquiries, or help with vulnerable customers who might need extra time on the phone."

AUTOMATION BOOSTS SATISFACTION

This client's contact centre often experiences peaks in the number of calls it receives, particularly when there are extreme weather conditions, for example, periods of drought, flooding, or when a cold snap causes pipes to freeze.

To alleviate long wait times, the client is making use of IPI's Send Me solution. This innovative solution can take requests from customers 24x7, quickly and accurately collecting their contact details and feeding this information directly into the client's fulfilment processes. Instead of tying up agents with low-value, routine requests, it provides customers with fast and automated access to documents and key information to help answer their questions.

It even gives them with the option of moving to a digital channel with a proactive SMS if they are calling from their mobile phone.

With this approach, customers receive a more efficient, voice-controlled experience, while the clients' agents have more time to deal with complex queries.

FUTURE-PROOFED TELEPHONY INFRASTRUCTURE

Alongside these innovative speech-based applications, IPI has also delivered a computer telephony integration (CTI) layer, providing desktop pop ups and further advanced routing capabilities to MS Dynamics along with other in-house systems. The entire bundle provides the utilities provider with a best-of-breed solution, and underpins its commitment to deliver the highest level of service to its many customers.

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