

Creating Calm  
from the  
Storm.....

<https://youtu.be/bCY-DSQdYZA>





APRIL 2017: The competitive water market opened for business customers

c.20 retailers

c.24 wholesalers

Largest retailer in the market with:

800k sites

£1bn revenue

The impact of the new market led to:

*Inexperienced team*

*New systems*

*Unknown market*

*Significant work volumes*

*All of which created backlogs, errors and  
poor customer experience*



Pain being felt across many retailers with reports of high complaint volumes industry wide

Significant pressure on cost and ability to operate in the market

Complexities in the market driving unexpected costs

Poor data quality



The explosion of customer led services demonstrates clear demand for:

Convenience

Low effort

Self service capability

Supported by UKCSI research that *ease of contact* and *better website navigation* are the most important things to build customer advocacy



**UBER**  
EATS

## Overall customer satisfaction by sector



Utilities perform amongst the worst in the country for customer experience

Retail perform better than all industries

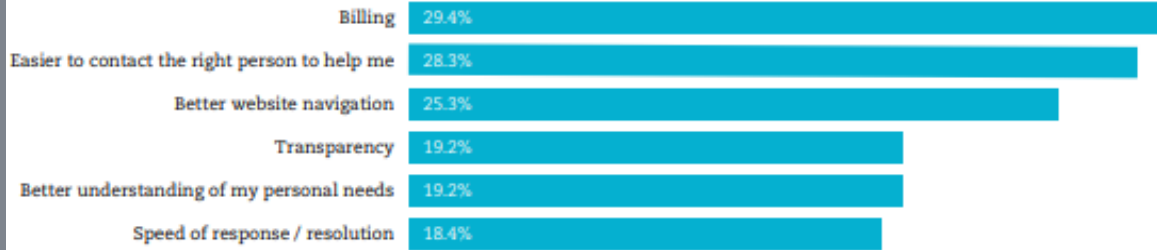
When questioned, customers have confirmed that this is due to their commitment to ease of communication and support with particularly high scores in pace, trust and caring for customers



Across the industry, utilities in particular have challenges around complexity of billing with both energy and water companies results falling since 2017

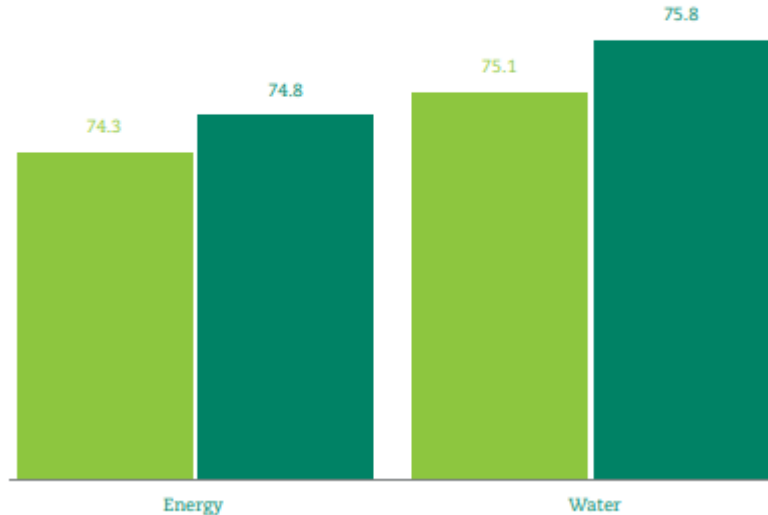
Clarity in bills, ease of contact and simplicity are critical for the improvement of the sector

## Top items customers identified for improvement



■ Utilities Jul-18  
■ Utilities Jul-17

## Satisfaction levels across the sector



Technological advancement in recent years is creating a significant step change for customer experience including:

Robotic Automation

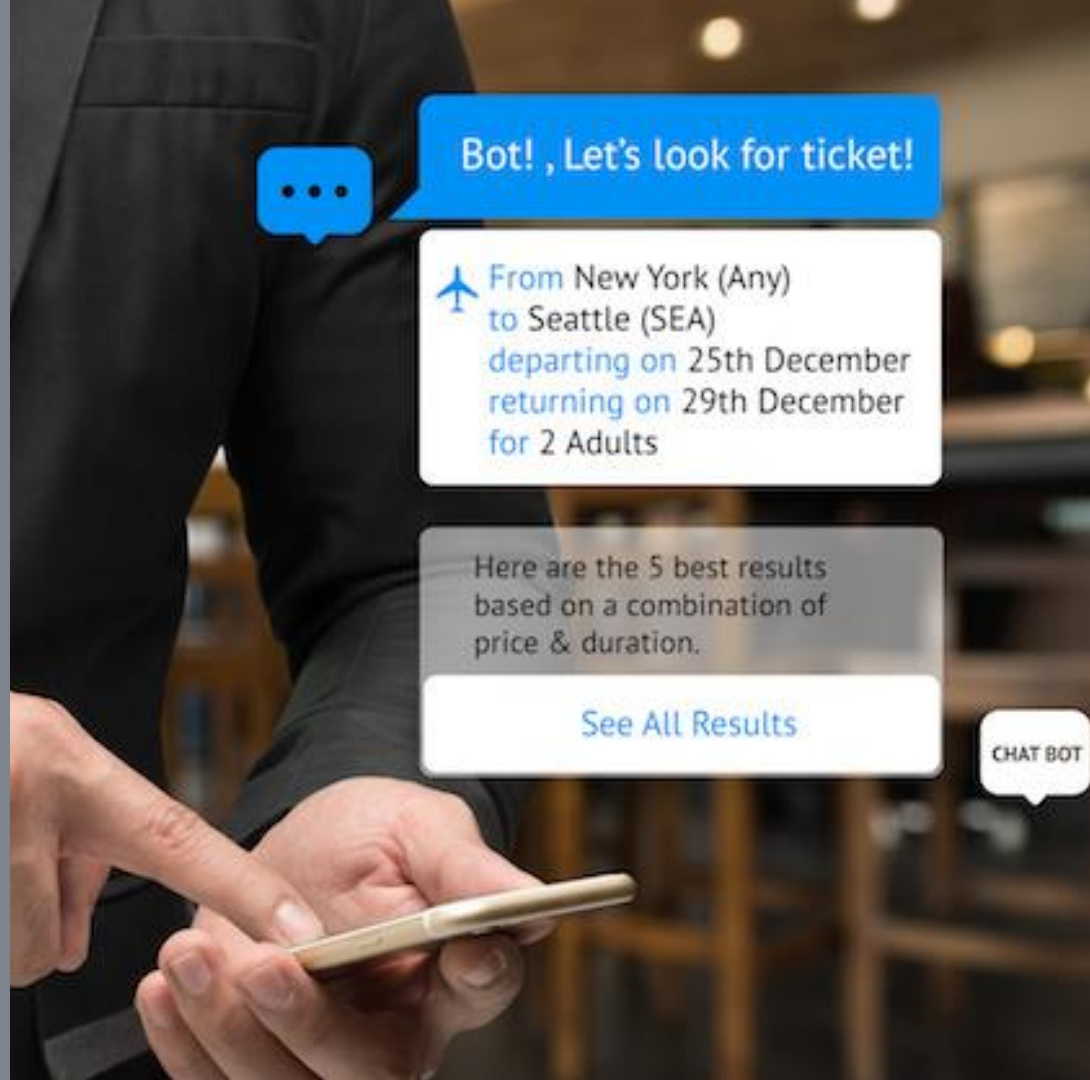
Social advancement:

messenger, plug ins, fb etc

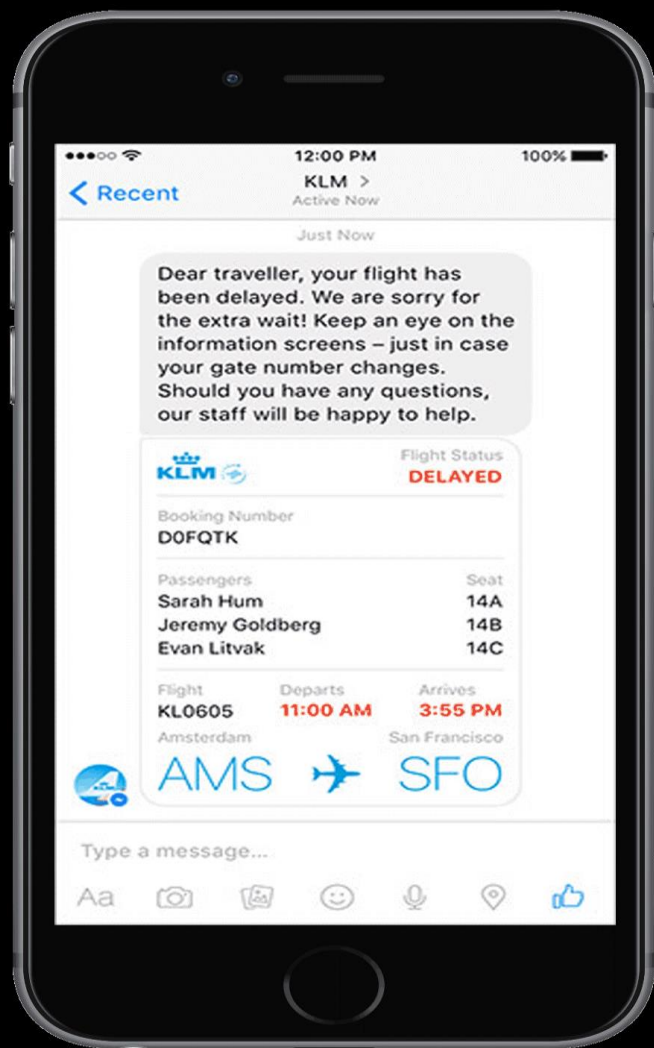
App development

Chatbot technology

With companies such as Amazon leading the way with customer experience, technology is pivotal to creating low cost, high experience organisations







Many companies are using technology to keep costs low and truly delight their customers

KLM is a great example, using facebook messenger plug ins to really focus on the customer

This kind of approach – proactively thinking about what our customer wants – **MUST** be our ambition

For us, coming out of the dark and into the light has been a real team effort:

Support from fellow retailers

Lobbying the market to 'play fair'

Working with our wholesalers

Intense focus on our customer and getting up to date





**KEEP  
CALM  
WE'RE  
GETTING  
THERE**

Through real understanding and partnership with both our competitors and our suppliers, we have achieved:

*Calls answered up from 50% to 94%*

*Complaints down week on week by over 30%*

*CSAT up from 3.3 to 3.7 and climbing weekly*

*% of non call work answered within SLA up from 25% to 92%*

*Billing and collections activity up by c.20%*

We still have a long journey ahead of us, but it's an exciting one:

Simplify

Automate

Digitalise

This will be how we can continue to be the largest water retailer in the market and build a truly loyal customer base



ANY  
QUESTIONS?

