Yorkshire Water

Opportunity
Yorkshire Water is the main subsidiary of The Kelda Group and provides water and sewerage services to 4.7 million people and 140,000 businesses in Yorkshire. The organisation’s turnover is approximately £876m, and it employs over 2,000 people.

Yorkshire Water’s business strategy is to be the best water company in the UK, striking the right balance among service, compliance, value, people, partners, and society. Its sister company — Loop Customer Management Ltd — acts as the utility’s outsourced customer services arm. For many years, it has operated a complete, managed customer service for Yorkshire Water’s domestic and business customers.

As the sole supplier of inbound and outbound customer service calls, customer billing, payment processing, document imaging, debt recovery and collections, and Internet services — 24 x 7 x 365 — to Yorkshire Water, Loop is continually looking for new ways to improve its customer service levels.

To provide more personalised service and improve the quality of customer interactions and service delivery, it sought an even greater understanding of customer needs. Loop particularly felt that the ability to capture, retrieve, evaluate, and analyse each individual customer interaction was an increasing priority.

The company decided to implement an innovative compliance recording and quality monitoring solution. Quality monitoring was seen as a critical element and an integral part of a broader workforce optimisation approach. The key criteria driving the decision-making process were cost-effectiveness, ease of use, and the ability to implement the solution quickly. In addition, the solution Loop chose would need to support the compliance requirements of Ofwat, the UK’s water industry regulator, particularly as Ofwat evolved the basis of its service assessment process from quantitative to qualitative performance.

Solution
After a detailed evaluation, the organisation selected Impact 360® Quality Monitoring and Impact 360 Recording from Verint® Witness Actionable Solutions®. Impact 360 Recording captures and stores Loop’s customer interactions. With Impact 360 Quality Monitoring, Loop can record and act on individual customer conversations from among thousands of recordings, providing valuable insight into how customers perceive Yorkshire Water and its different products and services. In addition, Impact 360 helps Loop optimise and equip its contact centre with the tools and skills needed to provide a consistently high quality of service.

Verint Impact Services (Verint Witness Actionable Solutions’ business consulting team) worked closely with Yorkshire Water during the planning and implementation process, presenting creative ideas and solutions to help deploy the solution successfully and rapidly, in accordance with key performance objectives. This helped ensure full optimisation of the software.
Since then, Loop has used Impact 360 to support its auditing process, enabling the investigation of complaints and providing a permanent record. Every inbound and outbound call across all contracts is now recorded for full accountability. These calls are then tagged and stored for easy access and retrieval as needed. To help ensure service standards remain high, Loop also uses the software to assess missed opportunities, as well as score the quality of the calls.

Benefits
By implementing Impact 360 Quality Monitoring, Loop has been able to support its existing agent coaching strategy to help ensure that service standards remain continually high. Using the solution, some 30 team managers and a scoring team now monitor calls daily with a focus on service and agent performance improvement metrics. The solution is also used by team managers to assign scores to calls as part of the staff coaching process. This is based on pre-defined scoring criteria relevant to each particular call type. As team managers score their own teams’ calls, objectivity is maintained, as the contact centre manager is also able to review the performance of the scorers. Team managers then use these calls for coaching support and to identify areas of concern and improvement requirements.

Enhanced Customer Service
Loop aims to exceed customers’ expectations as often and consistently as possible. To deliver this strategy, it works in partnership with Yorkshire Water and its other clients to provide an enhanced customer experience at all points of customer contact, via telephone, email, fax, and written correspondence. Impact 360 has become an integral part of meeting and exceeding this strategy, while also adding scalable capability to the existing system.

Loop Customer Management has found that the implementation of a quality monitoring solution has led to a number of substantial changes to the way its contact centre operates. The organisation has found that scaling and upgrading its operations has become essential to the expansion of its infrastructure. Impact 360’s ability to scale as Loop’s needs change has further supported the company’s growth requirements.

Yorkshire Water, Loop, and their customers now benefit from the encryption capabilities within Impact 360 Quality Monitoring. This functionality helps the organisations deliver enhanced compliance and support for payment card industry (PCI) data security standards (DSS) for the protection of sensitive cardholder and credit card details.

Loop is also using Impact 360 Quality Monitoring to capture customer conversations and associated agent desktop activities, providing a complete record of each interaction. Further, Yorkshire Water’s Regional Operational Control Centre handles environmental agency and police emergency calls, which are recorded and stored by Impact 360 for compliance purposes.

According to John Beresford, Senior IT Professional on Yorkshire Water’s Integrated Customer and Operations Management (ICOM) Team, “Yorkshire Water benefits by using Impact 360 to help unlock significant productivity savings within the business. For example, retrieving archived interactions used to take at least half an hour, but with Impact 360 the whole process is fully automated. Thanks to Impact 360, specific calls can be retrieved simply and quickly, freeing up our team leaders to spend more time on essential activities, such as quality monitoring and coaching.”

Beresford adds, “We also use Impact 360 Quality Monitoring to listen to customer interactions and identify ways to enhance our customer service, as well as evaluate and improve staff performance and training. Being able to capture both voice and data helps us assess not only what agents and customers are saying, but also the specific context for those interactions, with full details of the applications used and processes completed. This provides invaluable support for our IT function in responding to incidents. With Impact 360, we have a powerful mechanism for capturing and learning from our customer interactions.”

About Verint Witness Actionable Solutions
Verint® Witness Actionable Solutions® is the leader in analytics-driven workforce optimisation software and services. Its solutions are designed to help organisations capture customer intelligence, uncover business trends, discover the root cause of employee and customer behaviour, and optimise the customer experience across contact centre, branch, and back-office operations.

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Verint Systems Inc. is a leading provider of Actionable Intelligence® solutions for an optimised enterprise and a safer world. More than 10,000 organisations in over 150 countries rely on Verint solutions to perform more effectively, build competitive advantage, and enhance the security of people, facilities, and infrastructure.

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