

WELSH WATER REALIZES ITS CUSTOMER SERVICE ASPIRATIONS THANKS TO SOLUTIONS FROM GENESYS

CONTACT CENTER, TELEPHONY AND INFRASTRUCTURE SOLUTIONS SUPPORT A COMPREHENSIVE TRANSFORMATION OF CUSTOMER SERVICE STRATEGY



CASE STUDY

MARKET: **UTILITIES**

REGION: **EUROPE**



Welsh Water is the UK's sixth largest regulated water and sewerage company, employing assets worth £25 billion, and investing £250 million every year. This 'not-for-profit' company had reached the functional limits of its contact center operations and was unable to properly plan a roadmap of the new services. In addition to faster call response times, the solution needed to transform agent reporting and accountability.

CHALLENGES

- Improve quality of service – not just answer calls quicker
- Introduce new communication channels that work for the customer
- Deliver cost savings through efficiencies
- Reduce support costs and improve management information
- Replace an aging contact center solution that was hindering customer service

SOLUTIONS

- Contact Center: Genesys CIM with High Availability; Genesys Inbound Voice with High Availability; Genesys Outbound Voice; Genesys Infomart with High Availability; Genesys Interactive Insights; Genesys Workforce Management (WFM); Genesys Agent desktop; integration with NICE call and screen recording and analytics solution (Third-party product)
- Telephony: Alcatel-Lucent OmniPCX Enterprise; Integral Alcatel-Lucent IVR using RSI
- Infrastructure: IP-based with dual servers located in two data centers; dual Appliance Servers (Linux); Passive Call Server (Linux) providing 3rd-level resilience with local CCD backup

BENEFITS

- Improved call resolution rates and customer service
- Reduced eight to ten customer service numbers to one, improving management and reporting
- IVR directs the customer to the right agent, improving resolution rates
- Multi-channel communications allow choice of most convenient contact method
- Proactive customer contact reduces inbound calls, improves call resolution, and allows call-backs at busy times for superior customer service
- Integration with SAP CRM ensures that all systems are aligned, and that agents have instant access to all customer data
- Agile working environment ensures that agents are optimally utilized

“THE GENESYS SOLUTION GIVES US A GREAT OPPORTUNITY TO TAKE THE BUSINESS FORWARD AND TO OFFER NEW ROUTES OF COMMUNICATION TO OUR CUSTOMERS THAT MATCH THEIR CHANGING EXPECTATIONS. IT HAS ALLOWED US TO BUILD A HIGHLY RESPONSIVE AND FULLY COMPLIANT CUSTOMER SERVICE ENVIRONMENT, WHICH IS DELIVERING EXCELLENT QUALITY OF SERVICE TO OUR CUSTOMERS.”

Chris Jones, Finance Director at Dŵr Cymru Welsh Water

THE COMPANY RECOGNIZED THAT ACHIEVING ITS CUSTOMER SERVICE ASPIRATIONS MEANT MORE THAN JUST FASTER CALL RESPONSE TIMES

THE SYSTEM HAD TO FACILITATE EXCELLENT CUSTOMER SERVICE AND HELP REDUCE THE NUMBER OF CONTACTS EACH CUSTOMER MAKES, DELIVERING OPTIMUM FIRST TIME RESOLUTION

THE CHALLENGES

Dŵr Cymru (Welsh Water) delivers over 900 million liters (almost 198 million gallons) of drinking water each day to 1.2 million households and 100,000 business customers. The company is owned by Glas Cymru, operates on a ‘not for profit’ basis — regulated by the Water Services Regulation Authority (OFWAT) — and is run solely for the benefit of customers. Its operational contact center is operated by Welsh Water staff, while management of billing and income is outsourced to Veolia Water and is based at another contact center. The two contact centers, located in Cardiff, receive 1.2 million calls per year.

Welsh Water faced a number of challenges: there was no provision for system redundancy or other fault-tolerant features; the aging contact center management system was vulnerable to failure and in need of replacement; separate solutions for operations and finance from different suppliers were difficult to support, and poor integration made reporting across the two platforms problematic. Additionally, it was location-bound, meaning that expansion of the contact centers was restricted by the limits of the existing building. Welsh Water had hit the system’s functional limits and had no future roadmap to take new services forward.

THE SOLUTION

The company recognized that achieving its customer service aspirations meant more than just faster call response times. The system had to facilitate excellent customer service and help reduce the number of contacts each customer makes, in order to deliver optimum first time

resolution. Tim Hughes, Head of Performance and Customer Service at Welsh Water, describes his ideal as a “service incentive mechanism made up of processes that actively encourage ownership and accountability.” He also adds: “Our contact center has to handle a huge volume of calls and give our customers confidence that we’re dealing with their inquiry as quickly and efficiently as possible.”

The importance of an integrated solution

To avoid the pre-existing reporting and support issues, Welsh Water identified a fully integrated system as a key selection criterion. After a competitive tender process, the company chose Genesys contact center software with an Alcatel-Lucent OmniPCX Enterprise telephony system, and the NICE call and screen recording solution and analytics platform. NextiraOne, an Alcatel-Lucent Enterprise business partner, was selected to manage the implementation, and to ensure full integration with Welsh Water’s existing SAP system and potential future developments.

As Hughes explains, “Together with NextiraOne, Alcatel-Lucent and Genesys provided a fully integrated solution with a single point-of-contact. We chose this solution because of the maturity of the Genesys and Alcatel-Lucent products, and because we could see a clear roadmap of future developments delivered by adopting it as our core technology: they were successful against incumbent suppliers because of the level of expertise that they were able to demonstrate during the tender process. Also, their substantial utility footprint and knowledge proved that they can solve the unique issues facing UK water utilities.”

Optimizing operational efficiency

At the outset, Welsh Water made a commitment to OFWAT that migration to the new system would have no negative impact on customers. The new solution is highly resilient, utilizing two data centers with a resilient network serving the single platform running at both contact centers. The primary data center runs the live Genesys solution and is mirrored by the secondary, which can kick-in should a failure of the primary system occur.

The customer contact center was relocated to a new building, creating space for expansion and reorganization, and the new system’s flexible architecture also allows the simple addition of sites and easy reorganization of agents.

The core of the system is the Genesys Customer Interaction Management (CIM) Platform, which has been implemented across the Customer Service organization. This platform processes customer calls intelligently so that they are immediately routed to the right resource. The solution manages all inbound voice calls and also provisions the outbound, enabling bulk campaigns such as debt collection to be automated.

Reporting is now handled using Genesys Infomart, together with Genesys Interactive Insights and Genesys Workforce Management (WFM). All agents navigate the system using the Genesys Agent Desktop. These reporting tools help managers to review information across the whole system, and an easy to use common user interface makes training and support simple.

Welsh Water’s service incentive mechanisms now operate by promoting agile working and ensure that agents take ownership of issues from beginning to end. Operational efficiency is achieved by ensuring that the right level of resource is available for all projected peaks and troughs in call volumes, and agents are less stressed and can focus on delivering great service to each customer, no matter what the nature of their call is.

The phased migration of the 600 contact center staff allowed training to be carried out efficiently, one week before each agent changed to the Genesys system, and ‘Floor Walkers’ were on hand to provide instant support to the newly trained staff.

CUSTOMER SUMMARY

Customer Name: Dŵr Cymru Welsh Water

URL: www.dwrcymru.com

Industry: Utilities – Water and Sewerage (not-for-profit)

Annual investment: £250 million

Number of Employees: 4,843

Number of Agents: 600



NextiraOne designs, integrates, deploys and operates communication solutions. Thanks to its communications expertise — data centers, contact centers, unified communications, secure networks — NextiraOne helps its clients to transform their organizations by making the complex simple. NextiraOne has offices in 16 European countries and manages over 60,000 clients. www.nextiraone.com



“TOGETHER WITH NEXTIRAONE, ALCATEL-LUCENT AND GENESYS PROVIDED A FULLY INTEGRATED SOLUTION WITH A SINGLE POINT-OF-CONTACT. WE CHOSE THIS SOLUTION BECAUSE OF THE MATURITY OF THE GENESYS AND ALCATEL-LUCENT PRODUCTS, AND BECAUSE WE COULD SEE A CLEAR ROADMAP OF FUTURE DEVELOPMENTS DELIVERED BY ADOPTING IT AS OUR CORE TECHNOLOGY.”

Tim Hughes, Head of Performance and Customer Service, Dŵr Cymru Welsh Water

Welsh Water was impressed with the implementation, which ensured its commitment to OFWAT was met in full. “The company worked seamlessly with Alcatel-Lucent Professional Services and NextiraOne throughout the implementation,” says Tim Hughes.

NEXT STEPS

The whole business ethos of Welsh Water is about better ways of doing business that subsequently result in improved customer service. As a result of the new system, Welsh Water can now focus on the next steps. Future plans for the system include:

- Reduce number of lines to a single contact number
- Evolve multiple communications channels such as e-mail and Web chat while maintaining communications with ‘traditional mail’. It is critical to incorporate this into the customer service process and provide the same level of service across all channels, particularly in light of the reliance on written letter communication
- Support more proactive customer contact: actively reaching out to customers to set-up appointments for engineers, send reminders of appointments or payment dates, make customers aware of new services or breaks in service, or make ‘call-backs’ to customers unable to wait on hold
- Inform customers of outages/incidents via the IVR platform, freeing up agent capacity to deal with more time-critical activities

Chris Jones, Finance Director of Welsh Water, concludes: “This solution gives us a great opportunity to take the business forward, and offer new routes of communication to our customers. It has allowed us to build a highly responsive and fully compliant customer service environment, which is delivering excellent quality of service to our customers.”

Genesys enables Welsh Water to deliver on its customer promise today, and to be ready for the future.

www.alcatel-lucent.com/enterprise
Alcatel, Lucent, Alcatel-Lucent, and the Alcatel-Lucent Enterprise logo are trademarks of Alcatel-Lucent. All other trademarks are the property of their respective owners. The information presented is subject to change without notice. Alcatel-Lucent assumes no responsibility for inaccuracies contained herein. Copyright © 2012 Alcatel-Lucent. All rights reserved.
EN v1 01/12 EMEA