



CASE STUDY



Executive Summary

- Yorkshire Water, one of the world's largest providers of water and sewerage services, wanted to more accurately respond to and resolve customer billing enquiries at the first point of contact with the company
- Customer Communication Management solutions from Pitney Bowes Business Insight enable contact centre agents to instantly view an exact replica of bills, which has contributed towards the company's 98% first time resolution rate on 1.2 million calls annually

Business Challenge

Yorkshire Water is one of the world's top 10 largest providers of water and sewage services, serving over 2.3 million households. This means that it produces and despatches a huge volume of bills and customer communications such as payment reminders, final notices and information on metering conversions. It also handles over 1.4 million customer billing enquiry calls each year.

The company wanted its call centre staff to be able to respond more accurately to these enquiries when making 'on the spot' calculations of charges, payments and balances.

In addition, Yorkshire Water was looking to enhance the quality of its customer service, enabling agents to focus on the fundamental principles of call handling such as listening to the customer, building customer rapport, effectively managing the call and achieving first time resolution.

CUSTOMER PROFILE

- Part of the Kelda Group, one of the world's top 10 largest providers of water and sewerage services
- Provides services to over 2.3 million households
- Manages the collection, treatment and distribution of water in Yorkshire, supplying around 1.24 billion litres of drinking water each day

“PBBI's solutions contribute to us having 98% first time resolution on 1.2 million customer billing contacts annually. This helps us to meet the requirements of Ofwat's Service Incentive Mechanism, which monitors how many customers have to make more than one form of contact for a specific query”

Solution

Yorkshire Water selected Pitney Bowes Business Insight's DOC1 for its customer billing composition requirements, plus the E2 Suite for the storage and instant retrieval of all customer communication documents. By instantly viewing an exact replica of a customer's bill or correspondence, call centre staff can resolve billing issues with increased efficiency and speed.

Carl Davison, Senior IT Professional at Yorkshire Water, comments, "Using DOC1, vast amounts of information can be processed and compiled in a batch environment within half an hour, making it an extremely powerful and reliable tool. Each bill is then instantly archived and can be immediately retrieved by staff on customer calls to look at details of the bill exactly as the customer is seeing it. We store millions of bills and Customer Communications within E2 and the images are rendered back to the agents within a second of the request."

"Making sure that our call centre agents have the right support and the right tools for the job is vital," adds Judith Carr, Yorkshire Water Contact Centre Project Manager. "For many years advisors could not view bills and it was always high on the list of how we could help them do their job more efficiently. Implementing PBBI's solutions enable our advisors to instantly see an exact representation of customer's bills and deliver a more personalised customer experience."

CASE STUDY

TECHNOLOGY USED

- DOC1 Series 5, a personalised Customer Communication solution for creating, managing and generating transpromotional documents such as bills, letters, statements and invoices
- E2 Suite, an advanced document archive and retrieval solution enabling access to vast volumes of information in real-time

Results and Benefits

- Call centre agents have constructive and effective conversations with customers, taking them through their bills step by step. This contributes towards the call centre's 98% first time resolution rate on 1.2 million calls annually.
- Yorkshire Water places great importance on customer service and is consistently in the top two performing Water and Sewerage companies in Ofwat's SIM qualitative measure on customer satisfaction. Between 2010 and 2011, its billing score was 4.55 compared to an industry average of 4.35.
- Displaying exact billing on screen has made a difference to Yorkshire Water's high satisfaction scores – and being able to deliver this quality of service has motivated the staff."

“Displaying exact billing on screen has made a difference to our high customer service satisfaction scores. The value of a product like this is immense, it offers us incredible stability and reliability.”

For more information call **+44.800.840.0001** or visit us online: www.pbinsight.co.uk

UNITED STATES

800.327.8627
pbbi.sales@pb.com

CANADA

800.268.3282
canada.sales@pb.com

EUROPE/UNITED KINGDOM

+44.800.840.0001
pbbi.europe@pb.com
www.pbinsight.co.uk

ASIA PACIFIC/AUSTRALIA

+61.2.9437.6255
pbbi.australia@pb.com
pbbi.singapore@pb.com



Every connection is a new opportunity™

