



Case Study

Wessex Water select latest generation Quality Monitoring

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Ryan Davies,
Operations Contact Centre
Manager,
Wessex Water



Background

Wessex Water is a water and sewage treatment business covering 10,000 square kilometres of South West England. It supplies 1.3m people with around 284m litres of water a day and treats 475 million litres of sewage from 2.7m customers a day. Regulated by Ofwat, they are currently rated the best performing water and sewerage company in the UK under the Service Incentive Mechanism (SIM) measure.

Voted ‘Utility Company of the Year for 2011’ the company’s goals are acutely focused on retaining this position through efficiency, reliability and environmental harmony. Just as important are the demands of their customers and the skill of the Customer Service Unit (CSU) based in Bath is paramount to maintaining high customer satisfaction in a business where the vagaries of weather and climate are always testing.

The CSU operates 24 hours a day, 365 days a year and handles over 150,000 calls a year. The CSU’s objective was to monitor and measure all customer communication to ensure that staff training and development was focused on the most important customer centric issues. To do this, appropriate quality monitoring technology was needed.

Solution

Wessex Water initially turned to industry specialists Business Systems for consultation and then implemented a rigorous tender and selection process. The criteria identified by Ryan Davies, Operations Contact Centre Manager at Wessex Water covered: *“cost efficiency, ease of use and productivity improvement which would enable the roll-out of even more customer service projects.”*

The technical solution ultimately selected was the Red Box Quantify suite which provided the key functions of PCI compliance through ‘pause and resume recording’ for the billing operations at the company’s sister site in





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Nailsea, live monitoring, automated report scheduling and customised scoring forms for quality monitoring.

Outcome

According to Ryan Davies *“the implementation of the quality module presented us with a great opportunity to review our call grading criteria. We were able to introduce a new category for professionalism using a sliding scale which had not previously been possible.”*

Ryan continues: *“our quality monitoring was previously delivered via Excel spreadsheets, which meant sifting through mountains of data to identify patterns. The Quantify software provides immediacy of reports because we no longer need to transfer data from one spreadsheet to another; consequently we save on time and resource. We can now look across all data and identify areas which require attention and further coaching.”*

Features such as the live monitoring facility provide real-time guidance and help resolve customer queries most efficiently. The automated reporting function facilitates random recording with the software outputs supporting individual coaching

needs and reviews as well as benefiting the wider team by driving customer service training in areas where the team may be underperforming. The ability to add bookmarks has also meant that customer support documents can be uploaded to the system to assist with call handling, which supports first call resolution.

Describing the relationship, Ryan goes on to say *“the Business Systems team have been very responsive throughout the whole process; the training given was focussed, accessible and delivered what we wanted. It is vital to us to have specialists behind us who know this technology and how to make it work for us; when we have a query the call is logged and dealt with efficiently. As we operate a twenty four hour business, it was important to us to have the system installed with minimum disruption and outside of peak hours, this was all part of the Business Systems package.”*

Wessex Water is committed to continuous service improvement and in the most recent customer satisfaction survey, 98% of their customers scored their service as good or very good. Clearly the project is on the right course to deliver the goals as initially envisaged.

About

Business Systems UK Ltd

Business Systems is the UK's largest independent provider of market leading call recording solutions and associated voice and speech technologies such as quality monitoring, analytics, workforce management and customer feedback.

The company offers unbiased advice on the 'best fit' solution from industry leading manufacturers accompanied by fully project managed implementation, consultancy and maintenance services.

Professional services include assistance in implementing quality monitoring and advanced analytics programmes or enhancing existing ones whilst setting up measurable objectives to ensure a speedy ROI.

Business Systems services and maintains tens of thousands of channels in the largest call recording installations across call centres throughout the UK and in over 1/3 of London's Financial Institutions.

All professional services are offered directly from in-house service personnel certified by various partners including NICE systems and Red Box Recorders. Business Systems is also ISO 9001: 2008 accredited ensuring all services delivered are of the highest quality.

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