

# How water companies can best deploy digital-first strategies for greater Ofwat PR24 and C-Mex success.



**CONNECT**<sup>®</sup>

With Ofwat dictating water utility income through PR24 incentives and Customer Measure of Experience (C-MeX) rankings, delivering better customer care has never been more important for water companies in England and Wales.

The challenge for service, contact centre, and digital transformation leaders is to pinpoint specific customer journeys and solutions that can make the most impact. Read on to discover how.

## Changing the rules of the game

The chances of qualifying for PR24 financial benefits and improving C-MeX rankings greatly increase when one forges deeper relationships and grows loyalty. Easy to say, but incredibly difficult to do.

Especially when your customers only tend to get in touch for one-off events like leaks, billing disputes, bereavements, or house moves. Similarly, they may only hear from their water company when they get a monthly, quarterly or even six-monthly bill, depending on whether they're on a metered supply or not. A situation not helped by hard-to-connect legacy IT systems and point solutions, preventing a 360° customer view with data-driven decisions.

Connect understands these real-world challenges and has a long, successful track record in helping the utilities industry to digital transform. We can help water companies create a new engagement model – one that anticipates customer needs, sensitively handles emotional situations, and offers personalised digital services.



## Best practice use cases

So, what does this new model look like? Here are some of the key digital components and ways in which Connect can help:

Use case	Solution	Outcome
<p><b>1</b></p> <p>Leaks and maintenance</p>	<ul style="list-style-type: none"> <li>• CLI and CRM lookup</li> <li>• Proactive Notifications (outbound voice messages, texts, emails and WhatsApp)</li> </ul>	<p>Cross-check callers by postcode to determine if they are affected by an existing leak or water quality issue.</p> <p>If so, provide an automated personalised response to save unnecessary alarm. Keep them updated with automated outbound messages, once again reducing inbound calls.</p> <p>Enable customers to report issues like water escapes and quality and pressure problems by adding photos using digital self-service channels.</p>
<p><b>2</b></p> <p>Priority Services Register</p>	<ul style="list-style-type: none"> <li>• CLI and CRM lookup</li> <li>• Speech and Text Analytics</li> </ul>	<p>Identify and fast-route vulnerable callers to the right advisor, first time, greeted with a personalised response.</p> <p>Automatically search callers' previous interactions to check if they are placed on the Register or need to be added.</p>
<p><b>3</b></p> <p>Getting the customer to the best automated or agent-led service</p>	<p>Voice and chatbots with Genesys Agent Assist and Knowledge</p>	<p>Quickly identify reasons for calling, suggest answers and surface relevant content to customers and agents, reducing queues, transfers, and call backs.</p>
<p><b>4</b></p> <p>Reducing consumption</p>	<p>Proactive Notifications (outbound voice messages, texts, emails and WhatsApp)</p>	<p>Run regular campaigns to educate water users and encourage best practice in support of Ofwat performance targets.</p>

5

Payment collections

Outbound campaigns, proactive notifications and work item routing

Notify customers with opportunity to respond in kind. Ensure automated PCI-compliant payment services and workflows for each desired journey.

6

Move in, move out

Customer identification, bots and process automation

Make it easy for customers to provide information and agents to quickly understand where they are on their journey and take the correct next action.

7

Meter reading

Voice and digital bots with process automation

Enable customers to supply meter readings without agent assistance, seamlessly completing further automated or agent-led steps.

8

Proactive online support

Predictive Engagement

Flag excessive web page dwell times so agents can intercept with a timely web chat to offer support and/or a tailored response.

9

Note taking

Conversation summary

Reduce agent effort and improve quality using generative AI to produce conversation summaries.

"Today, water and wastewater companies are challenged by the court of public opinion on green agendas, service quality and spiralling living costs. More than ever they need to proactively keep consumers aware of what's happening and how they are responding."

Brendan Dykes, Co-Founder, CX Ninjas

## Getting the most from technology

When it comes to digital transformation, Connect consultants are highly skilled in leveraging CX solutions so water companies get the best possible outcomes. Recognised as Genesys Digital Partner of the Year, we always look at delivering a successful, cost-effective migration by re-using and enhancing existing technology with the latest innovations. In addition, our talented consultants and software developers help:



De-risk and accelerate deployment, along with other aspects like managing third parties and arranging voice and network connectivity.



Customise reports, IVRs and wallboards, handle integrations (such as SAP, Salesforce, Oracle, MS Dynamics, and custom solutions) and provide user training.



Support users with our 24/7 helpdesk to manage everything and get problems sorted in the shortest time possible with minimum impact on the customer experience.



Automate routine tasks using RPA and Power BI Apps, significantly increasing operational efficiency.

## In action



Severn Trent case study



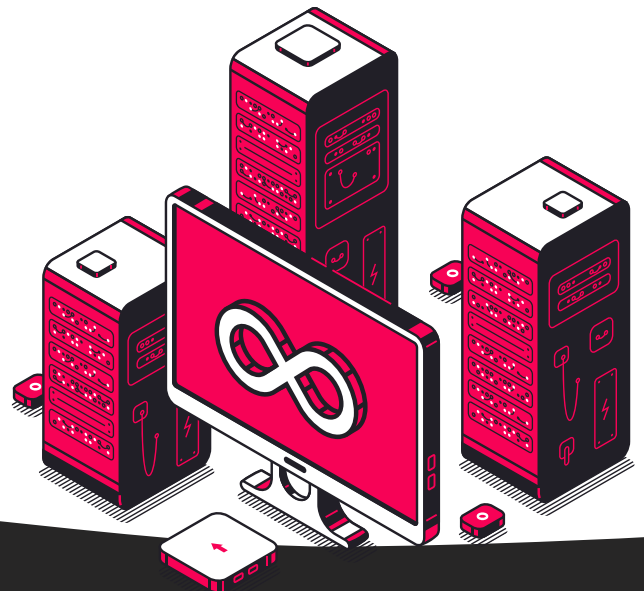
Northumbrian case study

# About us.

## About Connect

We're Connect, a global business communications expert with over 30 years' experience. We have a clear and simple purpose; to help people communicate better. We make this happen by powering frictionless journeys and providing secure networks that benefit organisations, their people and their customers, building towards a brighter, more sustainable future for all three.

By leveraging our expertise in CX and automation, we orchestrate connected experiences. And while we are trusted by many technology vendors, we're independent of all of them, enabling us to make the complex simple.



## Connect with us.

To discuss a communications challenge or find out more about our capabilities, get in touch with us today.

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