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NORTHUMBRIAN
WATER *living water*

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IVR CORRECTION AND SIGNPOSTING

Northumbrian Water Group (NWG) supply customers with drinking water in the Essex and Suffolk counties of the United Kingdom. The group also distribute and supply drinking water and sewage services to customers across the North East of England. In addition to the core business of collecting, treating, and supplying drinking water, Northumbrian Water Limited (NWL) provide a leisure business for holidaymakers. They also orchestrate property search solutions for new homeowners relating to water, waste, contaminated land, flooding and planning applications.

Suffering with a very basic and antiquated automated contact centre solution, NWG callers were inherently dropping out of calls due to a poor overall customer experience. Extended waiting times were exacerbated by poorly sign-posted IVR and in-queue experiences. Employing our contact centre consultancy services, Kelvin Curtis and Dee Chapman, who head up the contact centre operation at Northumbrian Water Group, successfully reduced call misrouting and caller abandonment across their entire telephony platform.

THE RESULTS

- Reduce call misrouting by 30%
- Instant overnight impact
- Quantified value worth 10 full-time agents
- Reduction in call abandonment of 500 calls



0345 071 1359



info@premiercx.co.uk



premiercx.co.uk