

## TRANSFORMING CX...

Welsh Water are a not-for-profit organisation. Striving for success they are built on the aim of reducing Welsh Water's asset financing costs, the water industries biggest cost! With big aims - Welsh Water needed superior solutions across their English and Welsh lines.

With this in mind, our experts worked on creating engaging, on brand scripting to guide Welsh Water's customers through the IVR; as well as re-ordering the call flow to ensure that customers were directed to the right agent as quickly as possible. The creative team were also able to recommend voice artists, music and develop on brand scripting in a conversational style that customers are receptive to.



## THE RESULTS

- Almost a 50% reduction in call abandonment with on average between 40 & 60 calls abandoned daily.
- Immediate drop with only 20 - 30% of people not selecting an IVR option.
- 140 - 270 people per day selected the auto payment line
- A relaxed, freindly and on brand caller experience reflective of what 'Welsh Water' stands for.

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We now have a much better sounding Welsh Water that's clearer for our customers to understand when they call us. This has resulted in much increased success rates within our IVR that provides a much better customer experience. Premier CX delivered excellent quality backed-up with the customer feedback to prove it.

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Shaun Collin - Retail Planning & Technical Analyst  
Welsh Water



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