

netcall

your call is our call

Bournemouth & West Hampshire  
WATER

## Bournemouth & West Hampshire Water use QueueBuster to enhance customer experience

### ***Callback Solution Helps Water Company Meet Regulatory Requirements***

Bournemouth & West Hampshire Water (BWHW) provides clean drinking water to half a million people in an area from Poole to Beaulieu and from Bournemouth to Salisbury - over 1000 square kilometres. BWHW supplies on average 150 million litres of water every day, through nearly 3000 kilometres of water mains. BWHW has a very clear aim to provide the very highest standards of service and support for their customers. Indeed, the company mission statement is

***“To serve our customers as if they have a choice.”***

It is therefore no surprise that it is one of the leading performers in the UK Water Industry, with an excellent record for water quality, customer service, efficiency, low leakage rates and below average bills.

### **The Challenge: To Improve Customer Experiences**

In 2003 BWHW was looking for ways in which it could further improve the experience that customers received when they were in touch with the customer service centre. BWHW was also concerned about maintaining its level of service and the pressures that were being put on customer service staff at peak times, most notably during seasonal billing periods.

***“We sought a solution that would enhance the service we were providing to our customers during periods of peak demand,”*** said Lym Tai, Customer Service Manager.

### **Meeting Regulatory Requirements**

In addition to this, BWHW must be constantly aware of the requirements that as a regulated company it is obliged to meet. Each year the water and sewerage companies in England and Wales provide Ofwat with information on their performance against various measures of service. Ease of telephone contact is one of these measurements.

***“The regulatory requirements are in place to ensure that we are providing the very best service to our customers – something that is a key part of our customer philosophy. This attitude means we are always striving for the best possible outcome and keep pushing to deliver heightened standards without increasing operational costs,”*** explained Lym.



## Implementing Netcall's QueueBuster

In 2003 Netcall had just launched QueueBuster as a hosted service and at the same time BWHW was looking at several possible options. BWHW decided that Netcall's QueueBuster was the solution that best met its requirements. QueueBuster gives customers an alternative to holding by taking their details and queuing on their behalf, then calling them back automatically when the next agent is available.

**"We looked at a number of different solutions and the QueueBuster on-demand solution was the one that really stood out in terms of the benefits offered, and perfectly fitted our company requirements," said Lym.**

## Hosted Solution Speeds Deployment

BWHW became Netcall's first customer to use the hosted platform when it was installed in 2003. QueueBuster is available as an 'on demand' application hosted remotely on Netcall's fully-managed Intelligent Communications Platform. Because of this, the system was quickly deployed with no capital investment.

**"QueueBuster was easy to use and fitted in well with our existing infrastructure," said Lym.**

## Flexibility for Staff and More Effective Call Management

BWHW has been delighted with the results, which have helped not only comply with the regulatory requirements but also significantly increase their service levels. BWHW has been able to improve the management of calls during peak periods.

QueueBuster achieves these results because the call back is a fully automated process. All calls are handled on a first-in, first-out basis ensuring customers get their call back within the time-frame of the queue - not some time later when queues have died down. Crucially, BWHW's customer service advisors receive QueueBuster call-backs as inbound calls with a voice recording of the caller's name so they can greet customers personally when the call back is made.

## Improved Customer Satisfaction

**"QueueBuster has produced operational efficiencies and improved key call centre metrics whilst providing a very visible improvement to customers. Their reaction to our use of QueueBuster has been highly favourable," concluded Lym.**

### About Netcall

Netcall is the leading specialist in callback, auto-messaging and contact solutions, helping organisations increase profits and productivity while improving customer satisfaction and employee morale. Based near Cambridge (UK), the company has over 20 employees and is quoted on the Alternative Investments Market (AIM), adhering to the disclosure standards required by the London Stock Exchange.



your call is our call

*"We looked at a number of different solutions and the QueueBuster on-demand solution was the one that really stood out in terms of the benefits offered, and perfectly fitted our company requirements," said Lym Tai*

10 Harding Way,  
St Ives  
Cambridgeshire PE27 3WR

tel +44 (0)1480 495 300  
fax +44 (0)1480 496 717  
[www.netcall.com](http://www.netcall.com)