



npower makes 0800 telephony savings and improves customer satisfaction with QueueBuster

86% of customers thought that QueueBuster was a good customer service and 97% said they would use it in the future

Netcall, the leading provider of callback, auto-messaging and contact solutions, has helped npower make significant improvements in efficiency, customer satisfaction and employee morale with Queuebuster.

RWE npower is one of the UK's largest energy suppliers, serving over 6 million residential consumers and business customers. At their customer service contact centres in Bradford and Sheffield they handle billing, payment collection and metering for more than 1.5 million customers in the Yorkshire and Humberside region.

Like many contact centres npower was experiencing a high agent attrition rate. They were also rolling out a new training course that involved 5 full days' training for each contact centre advisor. These factors were having a significant impact on service level performance: down to 38% of calls answered within 20 seconds, against a target of 80%. Abandoned call rates had also soared to 18%.

Unhappier customers, lengthened call handling times and agents under more stress were the typical consequence of customers having to wait on-hold for their call to be answered. In addition, service level problems were also increasing operational costs with the contact centre paying higher 0800 telephone charges to keep their customers waiting in call queues.

npower were looking for technology solutions which could solve their problem. There was some initial scepticism of NetCall's claims that QueueBuster, by making a simple change to process, could help them achieve customer service and financial gains far outweighing the cost of investment. However, npower felt there was nothing to lose by trialling QueueBuster before committing to purchase.

Success criteria were set and agreed, against which npower would benchmark QueueBuster's performance. The deal was simple: if QueueBuster failed to meet the success criteria and they decided not to purchase, there would be no charge for the trial.

Performance was monitored and measured against the success criteria, and the impact on abandoned call rates, average call handling times and customer satisfaction was evaluated. QueueBuster not only matched but exceeded expectations in every category which resulted in:

- Significant 0800 telephony savings
- Reduction in call abandonment to 3.5%
- 82% of call backs made within 10 minutes
- 86% of customers thought QueueBuster improved customer service
- 97% of those customers said they would use the service in future
- 94% of agents felt QueueBuster callers were easier to deal with
- 89% of agents felt QueueBuster was making their job easier
- 97% of customers said more contact centres should offer QueueBuster



NetCall's QueueBuster delivered the return on investment in the pay-back time promised before the trial began. It also improved customer experience, boosted call centre efficiency and made staffing easier – it even had a positive impact on agent morale.

During the trial period significant financial benefits were gained in two ways: first, reducing the number of callers waiting on-hold produced 0800 telephony savings. And second, since QueueBuster makes call backs [on standard telephony rate](#), npower were also saving the difference in cost between 0800 and standard rate for the duration of QueueBuster calls.

Motivated by the feedback that customers and agents loved QueueBuster, npower decided to purchase the system which went live a couple of weeks later.

Mally O'Brien, Customer Services Logistics Manager, npower concludes "QueueBuster has revolutionised our business, producing customer and agent satisfaction ratings beyond expectation. Customers using the system are happier because they don't have to queue any more - QueueBuster can queue for them. It gives us a distinct business advantage in terms of customer service. Customers repeatedly ask why more call centres don't offer QueueBuster"

About RWE npower

RWE npower one of the UK's largest energy suppliers, employing over 8,500 people and serving over 6 million residential consumers and business customers.

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

“Implementation was as easy as NetCall said, which was refreshing compared to other telephony and software installations we’d experienced. The system went in smoothly and was ready for testing within 3 days.”

***Mally O’Brien,
Customer Services
Logistics Manager,
npower***

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