

The logo for netcall, featuring the word "netcall" in a white, lowercase, sans-serif font. A red curved line starts under the 'l' and sweeps upwards and to the right, ending under the 'a'.

your call is our call



QueueBuster achieves stunning customer satisfaction ratings for Thames Water

85% of customers said QueueBuster improved their opinion of Thames Water

Netcall, the leading provider of callback, auto-messaging and contact solutions, has helped make it easier for Thames Water's customers to get in touch. An innovator in its field, Thames Water took the lead in the utilities sector by installing NetCall's QueueBuster to make it simpler for customers calling their Billing and Customer Change lines.

Thames Water's customer service centre has been recognised for exceptional customer care: winning the Utility industry's most prestigious award, 'The Communication Centre Excellence Award', two years running. However, like all organisations with a large customer base, Thames Water found that typical daily peaks and calls in response to the monthly billing run could result in customers being kept on-hold for a longer period of time.

Thames Water's motivation in installing QueueBuster was purely customer focused: to improve customer service at busy times and in the event of any unforeseen circumstance causing an increase in call volumes, helping them meet their OfWat Targets in this highly regulated utilities sector.

It was also recognised that losing a customer call on a billing line can mean a delay in payment, triggering unnecessary statements, lengthened enquiry times and greater administration costs. Whilst difficult to quantify, it was believed that improved customer service and enquiry handling could also achieve a cash flow benefit and reduced administration costs.

A QueueBuster trial was arranged to ensure it delivered the performance benefits promised with regard to its ability to cope with call peaks, improve productivity and reduce abandoned calls while improving customer and staff satisfaction, before Thames Water decided to purchase it. QueueBuster exceeded all performance expectations with :

- 7.3% reduction in call handling time
- 5.5% reduction in abandoned call rate
- 98% completed callback rate
- 99% of customers were called back with 10 minutes

Additional research also showed that:

- 99.8% of customers said they were happy with the service
- 94% of agents said customers were easier to deal with

In fact, on busy days, QueueBuster was handling up to 10 per cent of billing enquiries.



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Thames Water conducted their own survey which showed customer and agent feedback on the new service was very positive and 98% of customers said the service was easy to use.

There was an equally positive response from agents with 91% saying they had received fewer complaints from QueueBuster callers, and comments ranging from "I quite look forward to these calls as customers are generally happier" to "customers are surprised at the fast response".

Installing and integrating QueueBuster into Thames Water's telephone systems was a simple and easy process. Andy Spurway, Project Manager, Thames Water commented: "QueueBuster is non-invasive and was easier to integrate with our existing systems and network than we had expected. QueueBuster was installed and incorporated into our technical environment in a matter of days".

Once QueueBuster was installed customers and agents took part in a further survey conducted by The Future Foundation. These results showed that QueueBuster improved customers' perception of Thames Water's customer service: 85% of customers said QueueBuster had improved their opinion of the company and 89% said "by providing a call back option Thames Water cares more about their customers than companies who don't".

Significant also was the implication that QueueBuster could reduce the numbers of difficult callers agents encounter. 92% believed QueueBuster was reducing the levels of angry and frustrated customers they were having to deal with and 92% said QueueBuster was making their job easier.

QueueBuster achieves these results because the call back process is fully automated. 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 when queues have died down some time later. Crucially also, agents receive QueueBuster call-backs as inbound calls with a voice recording of the caller's name so they can greet customers personally.

About Thames Water Utilities

Thames Water Utilities is the UK's largest water and wastewater company with over 4,000 employees providing round the clock service to 13 million customers across London and the Southeast of England.

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.

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