

CUSTOMER SUCCESS: ANGLIAN WATER RELIABLE BILLING = HAPPY CUSTOMERS

Automated billing and debt management with Redwood RunMyJobs®, Redwood improves call center management and helps utility secure multimillion-pound Ofwat customer service incentive.

KEY POINTS

- ▲ Anglian Water faced regular errors in its overnight billing processes.
- ▲ Billing often had to be re-run, which reduced productivity and affected customer service levels.
- ▲ With Redwood, the utility now has automated billing and debt collection. With reliable billing the utility can manage its call center workload effectively.
- ▲ The company is now ranked number one on the Ofwat SIM league table.

BEHIND THE WATER WORKS



Anglian Water provides regulated water, wastewater and environmental services to six million residential, commercial and industrial customers, primarily in eastern England. It produces 16,000 bills every day.

The company's goal was to normalize the billing workload and maintain a regular cash flow together with a high level of customer service. However, after years of growth, the company realized that billing operations were not delivering the required results. An unpredictable level of customer service reduced the company's chance to rank first in the

Ofwat service incentive mechanism (SIM) program, and secure a significant proportion of its £50 million financial incentive for 'Best Customer Experience'.

SIM encourages water suppliers to provide better service to customers. Over five years, Ofwat sends out random customer surveys to measure service delivery. The SIM scores are then placed in a league table so that customers can compare the performance of their company with other competitors. Ofwat gives each company in the league table a financial incentive to improve and maintain its services, sometimes up to £50 million.

A CUSTOMER BILLING CHALLENGE



"Problems with our overnight billing processes would occur about two to three times per month," says Chris Waterfield, Business Systems Manager, Anglian Water. "We had no reliable, real-time way to monitor errors until it was too late. We weren't informed

of any problems until the following morning, and when operations weren't running smoothly Information Systems teams faced increasing pressure to do more with less time and resource."

With a delayed response to overnight problems, Anglian Water only had two possible courses of action, both of which had less than satisfactory consequences:

REPEAT THE WHOLE PROCESS AGAIN



Re-running processes required considerable manual operation which in turn leads to more errors and was very time consuming. It also slowed down daily operations across other key systems.

DISCARD THE FAILED OPERATION



This meant that systems were out-of-date for 24 hours and that doubled the activities that had to be completed the following day. With around 30,000 activities altogether, this strained the whole operation.

With an unpredictable level of customer service, Anglian Water was not in the best position to secure the top position in the Ofwat SIM league table.

THE SOLUTION

Quickly up and running with RunMyJobs automation solution, Anglian Water instantly streamlined its billing operations. The company gained a holistic view of operations and is now rapidly informed of any errors.



“With Redwood, we achieved immediate visibility of any problems that arose, so that corrective action could be taken immediately. Since implementation we have not had any operational overruns.”

— Chris Waterfield, Business Systems Manager, Anglian Water

REGULAR RESULTS



Anglian Water gained the visibility needed to instantly tackle any errors. With regular call volumes coming into the call center and up-to-date billing information it became much easier to spread the workload and improve the quality of customer service.

Anglian Water is now ranked number one on the Ofwat SIM league table. It secured a significant proportion of the SIM £50 million financial incentive that is given to companies to improve customer service.

“It now doesn’t matter when Ofwat carry out a sample survey as we know all our call center customers receive the highest quality of service,” says Waterfield.

“Working with Redwood we achieved the billing and debt management consistency that we needed to better service the customer, and ensure a regular cash flow. Now top of the SIM league table, we have a competitive advantage that enables us to continue to grow our business and further improve service delivery.”