Customer experience: the new competitive battleground

Water Services eBook
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natterbox

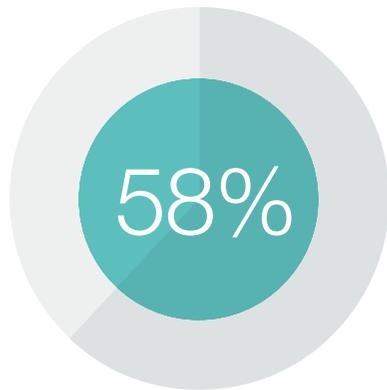# Introduction

58%

of consumers agree that technology has significantly changed their expectations of how companies should interact with them.

The water sector is changing. Having achieved so much over the past 25 years, with cleaner beaches, leakage reduced by a third, and our drinking water rating amongst the best in the world, the sector now faces stiff competition with companies being given a choice of supplier. No longer restricted to regional water services.

Whilst customer service has improved, the changes as of April 1st 2017 within the water market, mean companies in England will be looking for suppliers that stand out from the crowd. Not just in pricing, but in changing customer expectations and delivering the outcomes customers and society want, efficiently and effectively.

In the competitive global marketplace we're in, no one can afford to sit on their hands. When it comes to connecting services, technology is becoming the critical enabler to help companies push forward.

If we want service agents to have meaningful and authentic conversations with customers, then we need to give them the tools and technology to do so.

One view
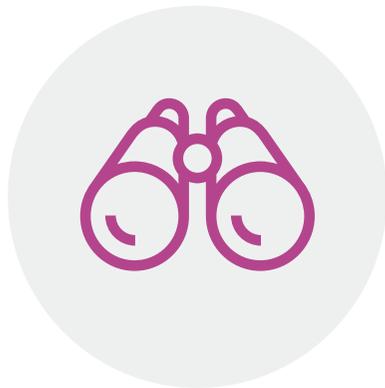
Water companies have continued to invest in better services for customers since privatisation. Thanks to this, complaints are falling and customer satisfaction levels remain high.

However, service teams are not sales people. Service agents can't be focused and measured on pure sales outcomes. Technicians have a significant amount of customer contact, installing, fixing taps and water systems. In this moment, they have the opportunity to really impact the customer experience.

- Can they access everything they need to know about the customer in one single view?

- Do they know where the customer is in the life cycle with renewals etc?

Understanding pain points and providing a better customer service can only be achieved by talking to customers to understand what they are going through and what they need.

Clear visibility of a customer's history, including negative experiences, is essential in providing an exceptional customer service.

Many organisations are still operating disparate CRM systems and siloed data, unable to provide consistency and continuity in their customer interactions. For many, achieving a single view of the customer is challenge number one in aligning sales and service.

Seamless hand-offs
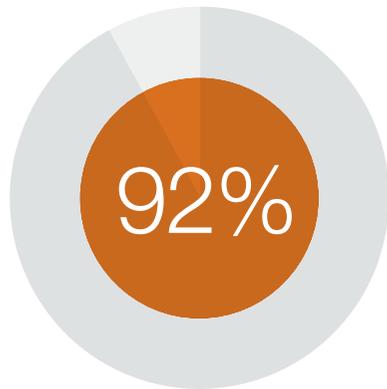
92%
of all customer interactions still happen over the phone.

Customers aren't like they used to be, they have higher expectations, greater access to information and aren't willing to wait for service. This means that when there's a human interaction, service agents need to be on their toes.

A customer with an urgent problem expects a prompt response.

If water pressure is very low or they suspect a leak, then they want a fast resolution. Those problems often require an interaction with a live customer service agent who needs to express sympathy while clearly detailing the solution. Telephone is by far the most common means of customer contact.

However, consider the actual customer experience when calling in to a company. In most cases it has not kept pace with other technologies that touch the customer. Interactive Voice Response (IVR) systems have replaced humans in some cases, as they're more cost effective, leaving customers frustrated and looking for a new supplier.

We're all less tolerant of poor customer experience and it's often the most competitive industries that are the worst.

High expectations

We all want and expect to be treated as individual customers. We want small and large organisations to pre-empt and shorten our telephony customer journey, as we often call when something has gone wrong.

Do you know who your customers are when they call in, without them having to follow a long process of keying in numbers and then attempting to articulate their postcode?

Expectations are high, we have become accustomed to same day delivery and using the internet to leverage a fast response.

But can this be applied to the water sector, to raise satisfaction levels and truly delight our customers? Serving customers and meeting their needs is at the heart of everything the water industry does. Water companies provide a public service to customers that is essential for health, for maintaining a modern standard of living and for supporting local economies.

INTRODUCTION

ONE VIEW

SEAMLESS HAND-OFFS

HIGH EXPECTATIONS

PRIORITISE YOUR PHONE

ABOUT NATTERBOX

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your phone

Using new, intelligent telephony systems means companies need no longer be afraid to put their phone number in a prominent position on a website. The system can be harnessed to provide the very best, personalised customer experience – a service that builds customer connection and loyalty.

For any company wanting to deliver the ultimate customer experience, they need to find new ways to anticipate demand and should focus on delivering a truly uniform experience in an omni-channel environment; a mix of all communication channels enabling you to service customers in the most efficient way.

Voice is part of that omni-channel.

It may come as a surprise that old school telephony is still considered vital (even over social media) because of the personal experience it delivers. Especially in situations where telephony complements other communication channels, such as your own CRM system.

Imagine how impressed your customers would be with the relevant agent knowing exactly who the customer is and what they're calling in about, providing the right information, for the right person, at the right time. This is all possible with CRM & telephony integration.

About Natterbox

Natterbox is a global, cloud-based, telecommunications company based in Croydon, UK. Founded in 2010, Natterbox is the world's first global business phone system with contact centre, 100% embedded and managed entirely within Salesforce. Our technology can help you make and receive calls, retrieve records and automatically log calls within the relevant object in Salesforce.

We invite you to engage with us to learn more about how we can connect your global offices, increase productivity and personalise your telephony integration.

Once connected, the Natterbox Advanced Voice Services platform optimises and automates your business to intelligently route calls, increasing productivity and efficiency.

Natterbox is dedicated to enhancing the value of its customers businesses, through intelligent integration of future proof telephony, personalisation and services.

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salesforce available on AppExchange

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