



KURA

Case Study: Social Media for Utility Client





The Industry

The utility sector is complex, tightly regulated and volatile. Competition within the sector is fierce, and new entrants are gaining momentum in this space. Customer perception of the industry has long been poor, and in today's digital age, customers have access to information 24 hours a day and are more informed than ever before. Customers now demand a great service on their channel of choice and expect to do this at any time. Customer service in the digital age is no longer a nice to have – it is becoming a regulatory requirement and essential for providers to remain competitive in this space.

Key Highlights:

- Over **35,000** interactions handled every year
- Industry-leading, speed-of-answer performance of less than 60 seconds.
- **90%+** customer complaints resolved within 14 days.

Client Challenges:

The client had been listed in the bottom of the “Big Six” for customer service. They recognised the need to improve their performance and reduce both customer frustration and costs across different customer groups: direct debit, quarterly credit and more vulnerable pre-payment meter users. Our client needed to protect their existing customer base while continuing to attract and grow new business. They therefore needed a contact centre solution fit for the 21st century.

Client Objectives:

Our client had four clear objectives:

1. Increase access to customer service through a range of social media channels.
2. Increase customer satisfaction and reduce customer complaints across all customer groups.
3. Reduce customer churn and increase customer retention.
4. Provide a superior and differentiated customer experience at a reduced cost.





Our Approach

We deployed our most experienced and empowered employees to work on a dedicated social media campaign for the client. From initial discussion to go-live, the implementation of the solution took just six weeks, with service provision spanning a range of social media channels, including Twitter and Facebook. We also rolled out market-leading salaries, strengthening staff retention. Finally, we introduced Kura Evolve, our customer insight programme. Kura Evolve gathers rich customer data to support our client with call and cost reduction programmes and service improvement initiatives.

Our Results

- 35,000 social media interactions per annum.
- Month over month growth on contact volumes of 15%.
- Effective online interventions to manage customer queries.



- Industry-leading speed-of-answer performance of less than 60 mins.
- 90%+ customer complaints resolved in less than 14 days
- Personalised and effective channel shifting solution to support customers with complex enquiries.

Conclusions

The results of the social media campaign were so successful that the programme was extended. The campaign helped to reduce the time taken to resolve customer queries, improving customers' experience. With a customer service strategy fit for the 21st century, our client is now able to manage digital customer issues and perceptions.

We Are Kura



About Kura and Inisoft

Kura provides award-winning outsourced contact centre services from its four locations across the UK. We're in business because we want to help people to develop and reach their full potential. We're building a culture that shifts the mind-set from focusing on "things and stuff" to "people and their behaviour."

We call this process "Crossing the Bridge." Our vision is, to one day, be recognised as "Unrivalled in Developing People." Our software subsidiary, Inisoft, develops contact centre solutions which are sold globally and used by many leading brands. Our core products Syntelate and Syntelate XA were designed specifically with the agent in mind. Syntelate is our award-winning unified agent desktop used broadly with Avaya POM.

Syntelate XA is our omni-channel customer engagement suite that allows your agents to handle calls, emails, web chats, SMS messages, and social media interactions – all from the same easy to use interface. We're backed by a number of partners across the globe; this means when you select us as your provider, you'll have cutting-edge technology at your fingertips. Our unique proposition of combining great people with technology enables us to produce spectacular results for our clients. With a wealth of experience, our customers range from SME to Multinationals.

Speak to our team today to learn how we can help you

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