



K U R A

Case Study: Utility Client





The Industry

The utility sector is complex, tightly regulated and volatile. Competition is fierce, and new entrants are gaining momentum in this space. With customer perception of the industry having long been poor, customer service is no longer a nice to have – it is becoming a regulatory requirement.

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 three clear objectives:

1. Increase customer satisfaction and reduce customer complaints across all customer groups.
2. Reduce customer churn and increase customer retention.
3. Provide a superior and differentiated customer experience at a reduced cost.

Key Highlights:

- Over **3 million** calls handled every year o Industry-leading speed-of-answer performance
- **10%+** reduction in average handling time
- **5%** of unwanted calls removed to date
- **90%+** customer complaints

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Our Approach

We took a “customer focused” approach that included:

- The design and roll-out of a Customer First Programme that redefined roles and responsibilities at the front line to resolve customer issues.
- The roll-out of comprehensive product and services training to ensure all customers are on the right tariff.
- The introduction of a complaints management programme to assist customers through every stage of the process.

We also made a significant investment in our own people by rolling out a market-leading increase in adviser salary, helping to support high levels of staff satisfaction and retention. Next came our customer insight programme, Kura Evolve. Kura Evolve gathers rich customer data to support call and cost reduction initiatives and service improvement. Finally, we introduced our new social media operation. This supports customers through all major online channels, helping to future-proof the business.

Our Results

- 75% of all customer complaints resolved at time of call.
- 90%+ of all customer complaints resolved in less than 14 days.
- Over £26m cash collected per annum from customers.
- Over 10,000 additional boiler care service packages taken up by customers.



- Customer and call reduction programmes based upon strong customer analytics derived from the insight process.
- 15% reduction in average handling time
- 150,000+ unwanted “failure demand” contacts removed from the customer service estate.
- Ongoing operational and process enrichment – continuous improvement as “business as usual”.

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Conclusions

Since implementing our services, our client has rapidly improved their overall customer service provision: they're now ranked third in the industry. Our insights programme has provided real insights into customer behaviour and drivers of "failure demand" allowing our client to improve their decision-making. Improved compliance governance ensures our client adheres to regulations and is always up to date with the latest guides. Finally, our client has helped protect the most vulnerable customers through enhanced customer service, showcasing compassion and empathy.

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

Email: marketing@wearekura.com

www.wearekura.com www.inisoft.com

Twitter: [@wearekura](https://twitter.com/wearekura) LinkedIn: [Kura \(CS\) Limited](#)

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