

ANALYTICS CENTER OF EXCELLENCE PROVIDES TOTAL GAS & POWER BETTER INSIGHTS TO ENHANCE CUSTOMER EXPERIENCE

This is our story of co-creating a solution with Total Gas & Power (TGP), a leading energy provider



WNS

AS WE KNOW...

Energy and Utility (E&U) companies generate humongous volumes of customer data across communication channels. This data can help companies improve Customer Experience (CX) and meet other key business objectives. However, the challenge lies in effectively capturing, managing and mining relevant data. A clearly defined data-driven CX strategy, underpinned by analytics and automation, can help companies glean actionable insights and identify patterns.

THE CHALLENGE FOR TGP WAS...

As a customer-centric business with trust at the heart of its vision and strategy, it noticed that its Customer Satisfaction (CSAT) was below the defined expectations of the management. Preliminary analysis showed that while TGP had visibility into high-level trends, it had limited granular-level insights into customer expectations and brand perception. Further, the absence of sentiment analysis prevented TGP from gaining in-depth actionable insights into customer journeys, and accurately measuring the impact of its initiatives to improve CX.

HERE'S WHAT WE CO-CREATED AS A SOLUTION...

WNS leveraged its knowledge and experience of working with global E&U providers, along with its analytics and automation expertise, to set up a data analytics Center of Excellence (CoE). The CoE helped convert customer interactions into business insights.

Key aspects of the solution included:

- Monitoring and measuring CX on a daily, weekly and monthly basis across voice and e-mail channels
- Deploying an automation-led internet voice response tool to capture customer feedback after every voice interaction
- Implementing an e-mail survey solution to enable customers to provide detailed feedback on their experience when their queries were resolved, and the quality of communication during e-mail interactions
- Deploying artificial intelligence- and analytics-embedded survey to unlock granular-level insights on CX
- Deploying customer sentiment analysis aligned with customer journeys to get an accurate view of brand perception
- Formalizing measurements and metrics to monitor the effectiveness of CX initiatives

OUR LEARNINGS AND OUTCOMES FROM THE PROCESS OF CO-CREATION ARE...

That the right data analytics strategy and tools can help extract key insights to drive strong business and customer outcomes. The WNS analytics CoE solution enabled TGP to gain better insights into customer journeys and develop highly targeted CX initiatives.

Other key benefits include:

- E-mail CSAT was strengthened by 25 percent
- E-mail Net Promoter Score witnessed a 46 percent improvement
- Customer communication scores improved by 33 percent
- Response rates increased across all channels – more than 10,000 actionable customer feedback surveys undertaken
- Improved business decision-making and speed-to-market



“ We have really appreciated the partnership approach, the ability to flex and adapt as we've learned. We have adjusted and collectively worked very closely on a model that we believe derives the best benefit for our customers and us as an organization. It has been a real collaboration, a real willingness to invest on both parts, and adapt the model. Our relationship goes beyond our contractual agreement. In fact, we have not referred back to the contract, and our approach has been more of a joint venture with a willingness to adapt our business and operating models to drive the best performance. It feels like WNS has learned our business, and we have worked together to drive a successful partnership. As a result, we have seen improved levels of performance and efficiency, and we have been able to move quicker to market on certain things. ”

— Robert Kerr, Customer Service Director,
Total Gas & Power, U.K.

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