

WHAT ARE CUSTOMER'S REAL EXPECTATIONS FROM WORK IN AND AROUND THEIR HOMES AND IN PUBLIC AREAS? FIND OUT WHAT THEY VALUE ABOUT CUSTOMER SERVICE, AND HOW THIS SHOULD INFORM SERVICE LEVEL AGREEMENTS, COMMUNICATION STRATEGIES AND TRAINING FOR FIELD STAFF.

THE NEED

As companies strive to offer the best value for money to customers, operational efficiency is a top priority, but this cannot come at a cost to customer satisfaction levels. Current customer journeys and service level agreements have been developed on the basis of limited information about what customers value and need from companies. This had led to higher levels of service being offered, which in turn could be driving higher customer expectations. The industry needs to identify and act on what is acceptable to customers, building customer journeys and service levels around this.

BUSINESS BENEFITS

With successful implementation of the project outcomes the benefits expected are:

- Cost effective changes to operations to maximise perceived gains to customer.
- Improved customer satisfaction with operation on both public and private land.

SOLUTION

We will make recommendations for maximising use of customer's perceived well-being to deliver cost effective and customer-centric service. We will facilitate implementation for each participant by delivering a workshop pulling together customer service, operations and contractor staff to explore specific customer journeys and experiences relevant to the company.

Our recommendations will be based on work to analyse existing customer journeys by talking with operations staff and contractors to get the 'nitty gritty' of what really happens at work sites. We will examine the potential well-being gains and losses perceived by the customer from each step of the journey and then explore academic, and other, literature related to behavioural economics and

customer psychology to determine if there is enough evidence to draw a conclusion about the impact of different actions by the water company. We will also identify areas where further primary research could help define the ideal customer journey to ensure customer satisfaction.

WHY INVEST?

WRc has previously explored workmanship issues from a customer journey perspective, identifying different approaches possible to completing the same task and identifying touch points to the customer. However, we will, in an industry first, embrace behavioural economics to integrate perceived feelings of gain and loss, with the different possible outcomes associated with different site based activities. In this way we will be able not only to look at the potential customer reaction to different experiences, but understand and identify how customers will feel they get most value, and the best service, from interaction with the utility. WRc has the unique mix of operational, customer engagement and economic skills to successfully deliver this project.

Duration: 6 Months WRc Contact: Carmen Snowdon
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