

## > UK Power Networks



CSAT SCORE  
**93%**

CUSTOMER  
SINCE  
**2009**

SUCCESSFUL  
AUTOMATION  
**> 90%**

### Overview

UK Power Networks provides electricity for two of Europe's most populated regions, including the UK's biggest business hubs, and its largest tourist destinations. When disruptions occur, its contact centers are hit by a huge volume of contacts from affected customers demanding instant access to live information. With over 20 million customers, many of whom are vulnerable and in need of additional support and over 30,000 square kilometers of territory covered, the scale of their challenge is massive. In order to deliver great customer service at this level, UK Power Networks' CX strategy needs to blend intelligent omni-channel communications strategy with an omni-data approach to their wide range of systems of record.

Before UK Power Networks began to work with **storm®**, these challenges meant that they were ranked lowest in their industry, and at risk of massive fines. Since 2009, close collaboration with Content Guru on technology and strategy has meant that they are ranked number 1 in the UK for customer service. A key element driving this success has been Content Guru's Customer Data Platform, which brings together all of UK Power Network's systems of record and uses this to empower both great customer service and further **storm** functionalities, including Intelligent Automation, Digital Shift, and incorporating Digital Customers into their CX approach.



The UK's largest electricity distributor, delivering power to more than **20 million people**



Over **£1.1 billion in revenue** every year, with more than 5,000 employees



From lowest ranking in its industry to the **number 1 provider of CX** in the UK

REDUCING REPEAT  
CALLERS BY

50%

CUSTOMERS ABLE  
TO SELF-SERVE

93%

ABANDONED  
CALLS BELOW

0.002%

HANDLE CONTACT LEVELS  
ABOVE NORMAL

10,000%

## Customer Data Platform

UK Power Networks faces a communications challenge of massive scale; providing power to **20 million customers**, operating over **160,000km of cabling**, and with **1.8 million customers** on the Priority Services Register. Any outage would disrupt critical services, with disastrous consequences for lives and livelihoods. For these customers, a power outage is a worst-case scenario. They expect to be kept up-to-date on how and when power will be restored.

Content Guru built a Customer Data Platform (CDP) for UK Power Networks; unifying data and communications within the **storm** platform. **storm** is an omnichannel, omni-data solution that integrates with any third-party system of record. Customer information, outage data from ENMAC, and interaction history are drawn into an accessible Data Aggregation Layer. This data drives powerful CX strategies, including targeted proactive messaging and customized, automatic responses; **reducing repeat callers by 50%** during outages.

The **storm** CDP provides the customer with essential information rapidly and proactively. It provides the agent with the information they need to resolve interactions seamlessly and quickly. It empowers UK Power Networks to deliver great CX at scale during outages; keeping all customers up-to-date whilst protecting the most vulnerable and driving efficiency. By unifying communications and data, **storm** provides efficient customer communications on a vast scale.

## Intelligent Automation

This seamless unification of communications of data provided the groundwork for storm's world-leading Intelligent Automation. During an outage, UK Power Networks receives hundreds of thousands of customer contacts; **storm** allowed them to scale to meet any challenge.

With access to the Data Aggregation Layer, storm Machine Agents® effortlessly automated customer contacts, with **93% of customers able to self-serve**. Intelligent Automation freed UK Power Networks' agents from simple and repetitive tasks, freeing them to focus on supporting vulnerable customers. With Natural Language Processing, customers can be routed instantly and accurately, delivering satisfying interactions for both customers and agents and dramatically reducing cost-to-serve.

Content Guru's Intelligent Automation tackled UK Power Networks' scalability challenges, helping them answer all contacts **in less than 4 seconds**, and driving abandoned calls **below 0.002%**. UK Power Networks was able to handle contact levels **10,000% above normal**.



CHANNELS OF CONTACT

3-15

NUMBER OF CONTACTS PER YEAR

6X

REAL-TIME VIEW OF THE CUSTOMER'S METER STATUS AND USAGE

ABLE TO VERIFY FAULTS WITHOUT DISPATCHING AN ENGINEER

## Digital Shift

Content Guru drives UK Power Networks' digital transformation. UK Power Networks needed to expand its channels of contact to accommodate the needs and preferences of customers; in particular the most vulnerable. With **storm**, Content Guru expanded their **channels of contact from 3 to 15**, dramatically improving accessibility.

Today, customers expect instant contact over any channel, at any time. **storm** brings all channels into a single interface, supported by data, for easy resolution. Customers can be moved from resource-intensive channels such as voice to more scalable digital channels such as social media. This allowed UK Power Networks to resolve **6x the number of contacts per year**, boosting Customer Satisfaction scores to an all-time high.

With **storm**, UK Power Networks is ready to face the digital future. With continuous updates and cutting-edge technology, their CX will always be at the cutting edge.



*"We were able to react quickly, and record a message about the situation so the IVR could communicate that message when the affected region called in. Customers were able to drop off the line as soon as they listened to the message as they had the information they needed. It's incredible that we can manage these spikes so effectively."*

**Alex Williams, Head of Customer Contact  
at UK Power Networks**

## Digital Customer

Today, internet-enabled devices are making instant communication easier than ever. These 'Digital Customers' bring together Intelligent Automation and customer data, delivering huge cost savings.

When a customer reports a fault, **storm** pings the smart meter, instantly viewing the customer's meter status and usage data. This automatically identifies if an outage has occurred and if so, whether the fault is limited to one customer, or has a broader impact. By communicating directly with the customer's smart meter, UK Power Networks can **verify faults without having to dispatch an engineer**, prioritizing customers with genuine issues, and suggest alternative resolutions for those without.

By linking with the 'Digital Customer', UK Power Networks accesses the most granular level of real-time data, providing live customer support at the greatest possible level of efficiency.





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