

Case Study

Scottish Water improves speed and quality of customer feedback



**Scottish
Water**
Trusted to serve Scotland



INDUSTRY
Utilities

COMPANY

Scottish Water
Edinburgh, United Kingdom
scottishwater.com

Scottish Water looks after Scotland's most precious natural resource. From source to tap, they're trusted to keep customers supplied with world class water and care for the environment every minute of every day.



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Scottish Water used Upland Rant & Rave to boost it's customer experience by increasing the speed, quantity and quality of their customer feedback, while also driving stronger employee engagement.

Scottish Water integrated Rant & Rave into their CX program and saw improvement in their customer satisfaction scores and response rates, as well as decreases in customer complaints.

How do you improve the speed, quality & quantity of your customer feedback?

Scottish Water needed to speed up their feedback collection

Scottish Water provides clean drinking water and recycled wastewater services across Scotland, serving over 2.4 million households. Scottish Water focuses on providing exceptional water services while also taking care of Scotland's precious environment. Customers of Scottish Water have come to expect not only high-quality drinking water and wastewater services, but also top-notch customer care tied to one of the most important utilities in their home.

To keep its customers at the heart of their operations, Scottish Water regularly sought feedback in the form of surveys. However, they realized they had a problem with how they handled this feedback. To find out what their customers thought of them, they were sending out surveys via snail mail. The average response time was 2 weeks. They needed something to help pick up the pace, not just for collecting feedback but acting on it.

Upland Rant & Rave stepped in to help. Rather than receiving a survey in the post, customers now get a text message, call or email the day after an interaction. All they're asked is one question - "how satisfied are you?" - which they can reply back to in their own words. Rant & Rave's Sentiment Engine analyzes all of the feedback in real-time, so whether it's a complaint, praise or a great new idea, Scottish Water can instantly see where they need to take action.

"As a company that prides itself on offering first class customer engagement platforms, it's no surprise that Upland Rant & Rave really do practice what they preach - their customer service is outstanding, and we've always felt 100% supported and confident in their ability to deliver."

Even though the Product is clearly impressive, Upland Rant & Rave aren't complacent with this. They have, and continue to put a massive focus on new innovations, and actively engage us in this process, which highlights that their customers' needs are at the heart of Rant & Rave's future."

– **Brian Henderson**
Customer Experience Team Leader

For the partner company, state what the solution from Upland Software did specifically.

Better, faster, stronger feedback

Scottish Water **improved their feedback lag-time from two weeks to instant**, delivered in real-time through a variety of digital channels that make it easier for customers to share their feedback. With the new multi-channel approach, they saw a **very strong response rate of 30%** across all channels, with a **whopping 50% response rate from text messages alone**.

The new, simplified survey approach helps Scottish Water understand what really matters to customers, said in the customer's own words rather than just on a scale of 1-5. And Scottish Water can take action immediately, rather than waiting for responses to come in and be processed from the post.

With the new real-time feedback and quick action approach, Scottish Water captured an **above average customer satisfaction score of 88%**, along with a **29% decrease in complaints**, showing improvements in customer care across the board.

Boosting employee engagement with customer feedback

Implementing Rant & Rave didn't just help Scottish Water improve customer satisfaction, it also improved employee engagement. **95% of their customer feedback about employees is positive**, and sharing and celebrating this across the business has greatly enhanced employee morale. Success stories are also shared throughout the organization, making employees proud

of the impact they make every day. And Scottish Water has fostered an environment where employees now encourage each other based off of the amazing results and stories, motivating everyone to continue providing first-class service to their customers.

Having real-time access to customer comments also means that employees are far more engaged in the customer service process, seeing what they are doing well and where they can improve. This provides opportunities to self-coach along the way, in real-time. Team leaders and managers benefit too, by seeing the feedback customers are giving about their teams they are able to isolate areas of improvement where they can coach and train employees to consistently improve and succeed.

Results for Scottish Water

**from 2 week
leadtime to
real-time
feedback capture**

88%
customer
satisfaction score

29%
decrease in
customer
complaints

Upland Rant & Rave Each year The Rant & Rave Platform manages millions of customer interactions around the world for a hugely diverse list.

Whether you're ready to get started or would just like a little more information, our team is always on hand to help.

upland

Rant & Rave

For more information visit: uplandsoftware.com/rantandrave