

# Case Study



## Energy supplier

Powergen can obtain a clear and immediate picture of customer satisfaction trends using ViewsCast's real-time survey solution.



agent speed dials the call across to ViewsCast. Customers respond to the fully-automated survey (which is recorded with a human voice) through the telephone keypad. Customers are also given the opportunity to leave voice comments.

Survey results are available to view immediately using a standard web browser. As a hosted service, ViewsCast was deployed with no impact on Powergen's existing IT infrastructure.

### The Project

Powergen looked at the merits of using the conventional outbound call approach to obtaining customer feedback. Although this would be expensive, labour intensive and slow in getting results back to senior management, they could see the value of this information to the organisation.

"We were prepared to bite the bullet and pay up, then I read about ViewsCast in a magazine," explains Kevin Bryant, Customer Insight Manager, Powergen. "We contacted them and decided that the ViewsCast service could provide a very cost-effective solution."

For one day a week, Powergen passes around 500 customers to the ViewsCast survey system. This allows them to work with a substantial sample size.

"We are looking to identify broad trends over time, rather than the instant fluctuations in call centre efficiency," adds Kevin.

Management, throughout the course of the day, monitors the results and the team conduct further analysis on the stored data. CDs of customer comments are made and copies circulated so managers can hear actual customer comments, even while driving.

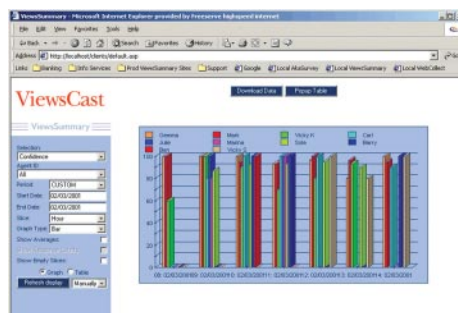
### The Challenge

Exceptional customer service is a critical success factor within Powergen – the UK's second largest energy supplier. As one of the most recognised brands in the country, Powergen already measured customers' perceptions of its customer service along with a whole host of internal-based Key Performance Indicators. They now wanted to measure the satisfaction levels of customers who had recently contacted the call centre.

### The Solution

ViewsCast's Customer Satisfaction Measurement technology was applied within Powergen's three main call centre sites. Upon concluding an incoming call, customers are asked to take part in a survey. If they agree, the

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ViewsCast survey results are available instantly on the web..

*Powergen customers have benefited from having a quick and easy feedback mechanism...*

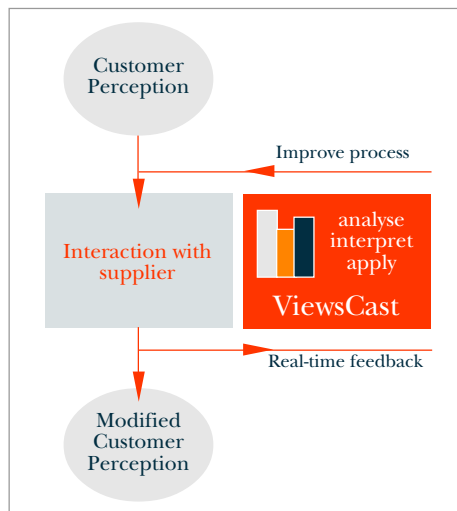
*This data is crucial for understanding the impact that call resolution has on customer satisfaction.*

### The Result

The information that ViewsCast captured provided Powergen with a clear, immediate picture of customer satisfaction trends. This data is crucial for understanding the impact that management actions have on customer satisfaction.

The decision to deploy ViewsCast, instead of the traditional alternative of outbound calling customer research, has brought Powergen several benefits. Considerable cost savings have been made, since ViewsCast is more cost effective than outbound calling research. ViewsCast is a fully-automated solution, which leads to a faster turnaround of results and direct management access to real customer comments.

Powergen customers have benefited from having a quick and easy feedback mechanism



Customer data captured by ViewsCast can be used as an integral part of a feedback loop and drive your continuous improvement strategy.

enabling them to express their opinions about Powergen, and their call centre operations.

Through ViewsCast, Powergen knows the exact percentage of customers who are happy with the service they receive. They now also know what percentage of calls are resolved within the first conversation, the impact that call resolution has on customer satisfaction and the impact that management action has on both these measures.

“A key feature of the ViewsCast service is the speed of response,” comments Kevin. “Our account team is able to implement whole new surveys and changes with both accuracy and speed, something we rate very highly. This provides us with a great deal of flexibility.”

### The Future

Now that the technology is being rapidly accepted internally within Powergen, other applications for ViewsCast are beginning to surface. Kevin is ambitious and optimistic about the future of ViewsCast within Powergen.

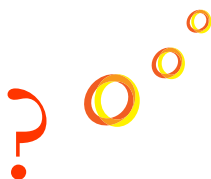
“We’ve started to use ViewsCast to measure employee knowledge and understanding of our retail strategy and marketing campaigns, and are about to start on some work to quantify the causes of dissatisfaction among our customers. We also plan to use ViewsCast on some inbound sales activity rather than just customer service.”

### About Powergen

Powergen is the UK’s number two energy supplier with over 8 million customer accounts. Powergen sells electricity, gas and related services to residential, business, corporate and government customers.

<http://www.powergen.co.uk>

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For more information about Synovate ViewsCast, please call the nearest Synovate office (check out the web at [www.synovate.com](http://www.synovate.com)) or contact the global solution leader for ViewsCast directly:

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