

Case Study

Transco

Utilities

ViewsCast is ensuring that Transco customers continue receiving high levels of customer satisfaction



business. This coincided with a demonstration of ViewsCast's real-time customer satisfaction measurement technology to David Preston, one of Transco's Commercial Analysts.

"To fulfil our OFGEM requirements, Transco had in place an annual, paper-based customer satisfaction survey. The results took a long time to come through and required a great deal of manual labour to collate and analyse the results," comments David. "We could see immediately the benefits that access to real-time customer feedback would add to our business.

The Project

With many divisions within Transco where ViewsCast could be applied, David decided to focus on just one area as a trial. "We knew that ViewsCast could provide us with real-time reports on the satisfaction levels for our Emergency Service. It was important for Transco to obtain an immediate view of our end-to-end service, from the first point of contact with the call centre, through to the engineer arriving at their home and completing the work. Within days of the project going live, ViewsCast was giving us an excellent insight into our business from the customers' perspective," said David.

On the same day that a member of the public phones in with an emergency, they are visited by a Transco engineer. Later that day, an agent from our call centre would phone the customer and ask if they would be interested in completing an automated customer satisfaction survey. "What I've found amazing is that 75% of customers who the agents got to speak to agreed to take part in the survey. Of those, 75% would then go on to complete the whole survey," states David.

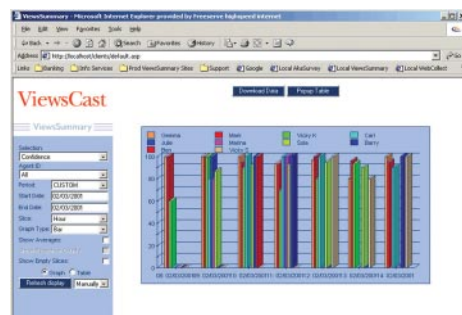
"I wanted to find an additional way of surveying a much larger sample at relatively low cost."

The Challenge

Transco attend more than 1.3 million gas emergencies every year in the UK. In addition to providing an emergency service to the public, Transco manage the UK's gas pipeline infrastructure. They also conduct metering services for gas shippers, such as British Gas Trading. OFGEM, the regulators of the gas industry, have set strict standards of service to which Transco must adhere to retain their licence. These standards ensure that customer satisfaction, both to the end-user and the gas shippers, remains central to Transco's business.

The Solution

Early in 2002, Transco's senior management were discussing the best ways to monitor the performance of different sections of the



ViewsCast survey results are available instantly on the web.

“ViewsCast has given us an excellent insight into our business from the customers’ perspective.”

“The country is broken up into 12 LDZ’s – Local Distribution Zones. ViewsCast has given us a handle on the customer satisfaction levels for each zone. The real-time results have enabled us to identify and share best practice among the LDZ’s.”

To give Transco the robust data they needed, they were aiming to achieve 1,000 completed surveys per month across all 12 LDZ’s.

The Result

ViewsCast has given Transco the power to accurately and speedily pinpoint internal policies and procedures that may need to be reviewed.

When Transco are called out to a gas emergency and disconnect an appliance, the engineer leaves a card. This card provides phone numbers of Corgi registered engineers for the homeowner to call to fix and reconnect the appliance. “In the ViewsCast survey we asked whether they were given this card,” said David. “We found that only 40% said that they had. This information led to us rebrief the engineers on the importance of leaving this card with the homeowner. As the survey results are available immediately, we can

monitor the percentage of people who say they receive the card. Within days – not weeks or months, we can see whether the rebriefing has worked.”

Numerous comments about carbon monoxide have been captured by ViewsCast’s verbatim feature. “When a carbon monoxide detector goes off, sometimes people call us. However, this falls outside of Transco’s responsibility. The fact that we are able to record the caller’s concerns about carbon monoxide has helped us to raise its importance in a national level conference with OFGEM and Energy Watch.”

Transco is in a period of massive change. “The customer satisfaction results we’ve achieved prior to these changes can be compared to survey results after the organisational changes have been made,” states David. “It’s important for Transco to prove that we delivered an emergency service whilst meeting our standards of service, and retained our excellent customer satisfaction record. ViewsCast can help us to provide this proof.”

The Future

There are a number of ViewsCast initiatives occurring within Transco. One of the main projects is to tie survey results down to the individual call centre agent and engineer. This would provide valuable input into internal training programmes.

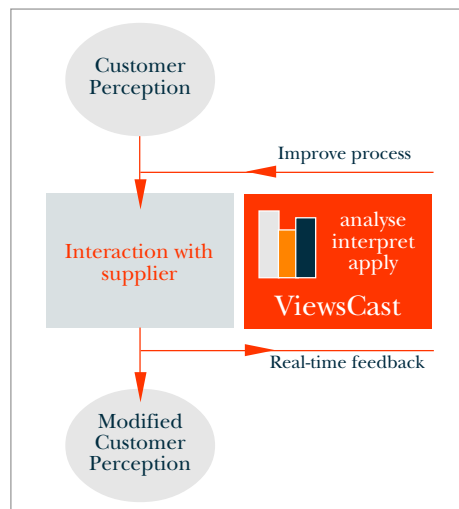
ViewsCast will also be used to conduct Transco staff surveys. The HR department will be able to analyse the results as they come in. From this they can detect swiftly the areas of most importance to their employees.

About Transco

Transco, part of the Lattice Group, delivers around half the nation’s energy needs through its 275,000km of pipework, and runs the UK’s gas emergency service 24 hours a day, 365 days a year.

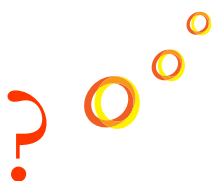
<http://www.transco.uk.com>

“The real-time results have enabled us to identify and share best practice among the LDZ’s.”



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

From a company driven by curiosity



Synovate is a global market intelligence and research company full of curious people who continuously stretch the definitions of conventional research. The company operates more than 80 offices across 5 continents, in 78 countries and 24 time-zones.

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

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