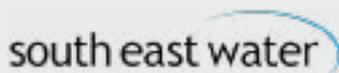




### Customer success story

“It’s now easy for our customers to do simple tasks such as paying a bill or checking their balance using the EckohPAY service. We’ve also seen reduced queue times into our contact centre which has increased customer satisfaction as well as taking more payments than we anticipated. The service has completely exceeded our expectations.”

Customer Services, South East Water



## Automated, Self-Service payments generate 20% more customer payments than anticipated.

**PROFILE:** Industry: Utilities

**Employees:** 912

**Revenue:** £2.2 billion

### BUSINESS

South East Water is one of 21 regulated water supply companies in England and Wales. They serve 2.2 million people living in Kent, Sussex, Surrey, Hampshire and Berkshire safe, high quality drinking water.

### CHALLENGE

To reduce call waiting times and free up agents for more complex enquiries, without compromising CX as well as reducing cost of PCI DSS compliance.

### SOLUTION

EckohPAY for automated, Self-Service payments.

### BENEFIT

1. Customers can self-serve their payment needs
2. Agents are free to handle more complex enquiries
3. Service is available any time of day or night
4. PCI DSS compliance.

## The background

South East Water supply top quality drinking water to 2.2 million customers in the south east of England. Through a network of 9,000 miles of pipe, we deliver 517 million litres of water every day. The skill and expertise of our employees ensures our customers' water meets the highest of standards.

## The challenge

South East Water wanted to reduce call waiting times into their contact centre, increase the payment channels available to customers and become PCI DSS compliant quickly.

They also wanted a solution that would reduce their operational costs and become PCI DSS compliant quickly and economically by:

- Reducing call waiting times to their contact centres, freeing up agents to focus on more complex enquiries
- Increasing payment channels available for customers to pay bills
- Making it easier for customers to perform simple tasks like checking balances or creating a direct debit.

The company also wanted to explore other payment channels that customers could use to pay their water bill. For instance, creating a bespoke payment website for South East Water would not only reduce calls into the contact centre, but would avoid using third party websites which are expensive and direct payments away from the company.

## The solution

South East Water selected EckohPAY Eckoh's automated PCI DSS compliant processing service. The self-service solution allows callers to pay their water charges using debit and credit cards. This removes any call waiting time for an agent and also frees up contact centre agents to focus on more complex enquiries.

Customers call the automated service to obtain balance checks, set up a direct debit or pay their water bill. The service also uses EckohID&V which first identifies and validates a customer through their account number and postcode before they continue to make a payment. The web version of the service provides the same functionality as the IVR, by first identifying the customer and then enabling them to check their accounts online.

SMS payments receipts are sent to customers using both phone and web based options.

## The value

By using EckohPAY, South East Water has reduced their operational costs and increased their customer satisfaction rates.

Owing to customers now paying using the automated service, it has reduced overall queue times into the contact centre. EckohPAY has also exceeded South East Water's expectations by:

- Taking 20% more payments than originally planned
- Taking over 110,000 calls within the first six months of going live
- Successfully identifying over 97% of callers using EckohID&V with 83% going on to make a payment
- Receiving over 7,500 visits to the payment website per month.