

Becoming best in class for customer experience

Northumbrian Water Group

Northumbrian Water Group was ambitious to create a leaner, more efficient business and achieve sector-leading levels of service and engagement for their 4.5 million customers. KPMG fielded a multidisciplinary team to shape a root-and-branch transformation of the business, with priorities to reduce the volume of contact centre traffic, increase online self-service for customers and drive down operational costs.

Following a rapid budget challenge to identify a potential £12m of opex savings, the team launched a deep-dive exploration of existing customer engagement. Harnessing insights from KPMG Nunwood's proprietary Six Pillar methodology, they mapped current services across three priority scenarios - 'pay your bill', 'manage your water' and 'priority customers' - to flag up areas of value and waste. They went on to identify end-customer personas and outline service requirements for the future, drawing on best practice and customer and business insights.

Northumbrian Water Group now boasts a fresh and accessible website, with easy online registration and self-service functionality. This allows customers to resolve issues themselves, and report leaks or other service failures more easily. Customer service is also far more personalised, offering a clear sense of the client's brand values, including its work on environmental issues and sustainability. The client's commitment to enthusing and motivating employees for the transformation has paid huge dividends. Employees were instrumental in helping the company take a leading position in the C-MeX index, the water regulator's customer service ranking.

Reduced inbound call volumes and decreased outbound communication costs delivered indicative cost savings of over £3m. Eight key initiatives and 90+ qualified and prioritised recommendations for future service delivery, developed by the project team, will yield further savings and drive service and engagement still higher. This a powerful example of how a focused, innovative, step-by-step approach can transform the relationship between a business and its customers.

We deliver the results that matter



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