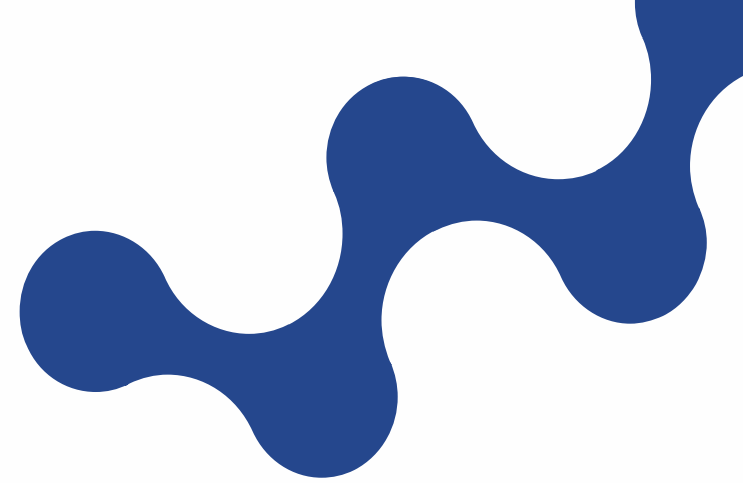


Thames Water Customer Service Strategy Support

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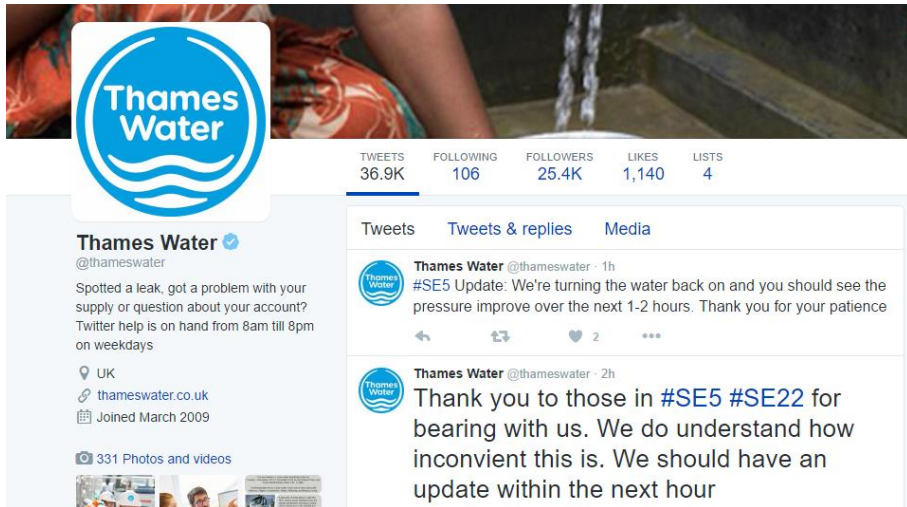


White Space helped Thames Water build a new customer service strategy, cutting across all key customer touch points...

CLIENT:



- What initiatives would deliver the greatest customer service gains?
- How do we embrace digital whilst ensuring quality people-based service is maintained?
- What's the right role for social media?
- How could we improve service delivered by contact centres?
- What back office investments could underpin success?



“The Water market is highly competitive when it comes to delivering to the needs of the customers. This is because of the service incentive mechanism that the regulator uses to look at the industry performance across customer satisfaction, unwanted calls and complaints. Benchmarking and learning from ‘best in industry’ and other industries is critical to improving performance”

Chief Customer Officer

“Looking at performance across customer journeys, service delivery and branded experience have been areas of focus for us. Working with White Space on these has made a huge impact on our thinking.”

Chief Customer Officer



Putting customers first.

23 per cent reduction in customer complaints.