

# Supporting the drive for digital transformation

How Echo's Software Services team successfully supported Dŵr Cymru Welsh Water's digital programme, enabling customer journey automation and an improved customer experience.

Dŵr Cymru Welsh Water is not-for-profit company which serves three million people across most of Wales, Herefordshire, and part of Deeside, and Cheshire, and is the sixth largest of the ten regulated water and sewerage companies in England and Wales. As Dŵr Cymru Welsh Water embarked on a new digital transformation strategy, they called on Echo's Software Services Team to help achieve their goals.

## THE CHALLENGE

Driving personalised service for customers through their preferred contact channel

As part of their digital programme, Dŵr Cymru Welsh Water wanted to enable their customers to perform more self-serve activities via their website with little, to no, manual off-shore agent interaction or involvement.

This required, where cost-effective to implement, the customer experience to be fully automated, supported by Echo's proprietary water billing software, which has been operational at Welsh Water since 2015.

## ACTION

Process automation through integration

Echo's software services team built the APIs needed to enable numerous of the most common customer journeys to be automated – providing integration from the initial customer interaction on Welsh Water's website through to RapidXtra.

It was a significant project due to the complexity of the customer journeys being automated, including the number of choices customers could make as Welsh Water drove more personalised customer service strategies.

The challenging timescales to achieve the project meant that Echo adopted a collaborative, agile delivery approach, working closely with the Dŵr Cymru Welsh Water project team throughout to ensure swift delivery.



*"The Echo Software Services team have played a vital role in the achievement of our digital programme objectives, working closely and flexibly with our own project team to drive forward our digital transformation vision. We've been working with Echo for over 7 years now, and it's great that we can always count on their commitment and hard work when it comes to improving our service and customer experience."*

**Sam James**

MD Household Customer Services  
Dŵr Cymru Welsh Water

*"We've really enjoyed working with the Dŵr Cymru Welsh Water team on this significant change project, and I am really proud of what we have been able to achieve together. The water sector is quite rightly focused on customer service and experience, and it's rewarding to be able to support this drive through the capabilities & functionalities of our software products."*

**Mark Alfer**

Head of Product  
Echo Managed Services

## RESULTS

### Channel shift and high customer satisfaction

Echo's software services team has been delighted to be able to support Dŵr Cymru Welsh Water's digital programme and their objectives to redesign online customer journeys, integrate them with back-office systems, and improve the overall experience for customers. Welsh Water has already seen some fantastic results from this programme:



#### Digital channel CSAT

96% customer satisfaction with the new digital channels and processes.



#### Digital channel shift

A 33% increase in digital channel customer transactions for the most common, high-volume customer contact types.



#### Echo placed in Top 3

In the latest supplier review process, Welsh Water placed Echo in their top 3 suppliers across all areas of their business across the full range of metrics: service, project, innovation, commercial and relationship.



#### UKCSI Top 50

Driving continuous customer service improvements has helped Dŵr Cymru Welsh Water retain their position as the top-rated water company in Wales and England in latest Institute of Customer Service UK CSI, and only water company to be scored within the top 50 of all UK companies.

## Improve customer experience with Echo's Software Solutions

Echo Managed Services is a water market specialist, offering a range of software products and outsourced services to the sector. Echo's Software Services team develops and provides billing software to water companies in the UK and Australia; RapidXtra is an established, leading water billing solution in the UK, and Aptumo is a global next-generation cloud-based solution, native to the Salesforce platform..

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**Customer-centric water sector services**