

## AMDOCS CUSTOMER SUCCESS STORY

# YORKSHIRE WATER REINFORCES AWARD WINNING CUSTOMER EXPERIENCE BY UPGRADING TO AMDOCS CES™



YorkshireWater

“Yorkshire Water has transformed its customer service, turning the company into arguably one of the most popular water utilities in the UK. Much of that is due to our success with applications like Amdocs CES.”

**DUNCAN BENNETT**

IT CHANGE PROGRAM MANAGER  
YORKSHIRE WATER

amdocs

### **Yorkshire Water** part of the Kelda Group

**Market:** Information & Communications Technology

**Headquarters:** Bradford, Yorkshire, UK

**Website:** [www.yorkshirewater.com](http://www.yorkshirewater.com)

**Ticker:** Euronext Brussels: TEL

**Revenue:** £876m (2007/08)

**Employees:** 2,200

**Customers include:** 2m private households,  
130,000 businesses (4.8 million users)

### **TECHNICAL ENVIRONMENT**

- > Amdocs products and services: Amdocs Call Center, Amdocs Support, Amdocs Customer Management Professional Services
- > Users: 2,000 call center agents, field engineers, and back office customer support staff, and six service partners
- > Interaction volume: 170,000 customer interactions a month
- > Database: SQL Server 2005
- > Operating system: XP Professional Client, Windows 2003 Advanced Server
- > Hardware: HP servers
- > Integrations: 28 applications and 213 interfaces, including the IBM Optim database management application, Aspect CTI, EGain CBR software, SAP, Ventyx, .Net Billing Engine, and BEA Tuxedo hub

### **YORKSHIRE WATER CUSTOMER SERVICE RECOGNITION**

- > Ofwat's quadruple A rating for operational and capital efficiency
- > Utility Company of the Year for 3 consecutive years
- > European Call Center Awards
- > National Customer Service Awards
- > UK Utilities Industries Achievement Award for customer care
- > Call center rated 'One of the Best Places to Work in the UK'
- > Winner, UK National Customer Service Award for Best Use of Technology in Customer Service

### **EXECUTIVE SUMMARY**

Amdocs has partnered with Yorkshire Water through a remarkable business transformation which saw the water utility go from being one of the worst performing in the UK, to one of the best, earning a host of awards and accolades for its dramatic improvement in customer service. Amdocs is part of Yorkshire Water's success in continuing to be one of the UK's leading water utilities for most of the last 10 years. Amdocs CES has become a mission-critical business system for Yorkshire Water and is part of the company's strategy to ensure business systems adapt to changing regulation. By upgrading and expanding its use of Amdocs CES, Yorkshire Water is positioned to achieve its service-oriented architecture and five-year systems development strategy. These will help the company constantly improve and innovate to benefit customers, reduce costs and deliver better value, and adapt to new and changing regulations. Yorkshire Water's customer service transformation has delivered improvements such as 98 percent of call-out appointments being met within a two-hour window; a 60 percent fall in the number of written complaints; and a £12m (\$17.5M USD) a year saving from field manpower and process efficiencies, and right-first-time performance.

## YORKSHIRE WATER REINFORCES AWARD WINNING CUSTOMER EXPERIENCE BY UPGRADING TO AMDOCS CES

Yorkshire Water, the ninth largest water utility in the world, has achieved a remarkable business transformation driven by its commitment to providing an Intentional Customer Experience™. Supported by Amdocs, Yorkshire Water continues to deliver dramatic improvements in customer service and dominates the number one spot for customer service and satisfaction, including winning ‘Utility of the Year’ for an unprecedented three years in a row, along with a host of other industry awards. Not content to rest there, Yorkshire Water has continued to improve operational efficiency and customer service. For example, Amdocs CES forms a key part of Yorkshire Water’s five-year IT and Service-Oriented Architecture (SOA) strategy to ensure business systems can adapt to regulatory change. This strategy is motivating Yorkshire Water to constantly improve and innovate to benefit customers, to reduce costs and deliver better value, and adapt to new and ever changing regulations imposed by the UK’s water industry regulator, Ofwat (Office of Water Services).

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“Amdocs CES is one of Yorkshire Water’s mission-critical applications...”

**Beth Dodd, ICOM Customers IT Manager  
at Yorkshire Water**

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Like other utilities around the world, Yorkshire Water constantly faces new and refined regulations. Amdocs CES is helping the utility respond to these changes quickly and efficiently by enabling new types of performance measurement. For example, Yorkshire Water is working with Ofwat on a new performance improvement indicator where customer contact is classified to provide greater granularity in order to further improve customer service. A customer calling about a change of address, for instance, is deemed to make a ‘wanted’ contact because the customer wanted to make that call, whereas a fault is clearly not something the customer wanted to have to deal with, so reporting a fault is classified as ‘unwanted’ contact.

### AMDOCS CES IS MISSION-CRITICAL

Beth Dodd, ICOM Customers IT Manager at Yorkshire Water, says, “Amdocs CES is one of Yorkshire Water’s mission-critical applications and is fundamental to the utility’s remarkable record for customer service improvements. To ensure that we continue to benefit from Amdocs support and innovation, Yorkshire Water has upgraded to Amdocs CES.”

By upgrading, Yorkshire Water will continue to benefit from secure, responsive and reliable product maintenance and support services. Using certified methodologies and with support options ranging from online services (such as case login and tracking and an online knowledgebase) to one-on-one interactions with account managers and support experts, Amdocs Product Support helps Yorkshire Water ensure consistent performance and business support for Amdocs CES. A self-service support portal allows Yorkshire Water to create and update its own cases and track their resolution.

Stephen Kelk, Senior IT Professional at Yorkshire Water adds, “Amdocs plays a fundamental role in helping Yorkshire Water deliver customer service excellence. Upgrading to Amdocs CES ensures a continued high level of support and access to Amdocs’ in-depth knowledge and expertise. Yorkshire Water has some ambitious plans for developing and innovating its IT environment—like implementing new IT environments and increasing business systems integration to increase efficiency—and having the latest version of Amdocs CES is central to that strategy.”

## CHALLENGES

- > Ensure Yorkshire Water continues to deliver award-winning levels of customer service
- > Ensure mission-critical business systems are fully supported
- > Enable Yorkshire Water to deliver its five-year IT strategy, and respond and adapt quickly to industry regulatory changes
- > Continue to reduce costs and deliver value

## SOLUTION

- > Upgrade to the latest version of the Amdocs CES (Customer Experience Systems) Portfolio as provided under existing maintenance agreement
- > Amdocs CES forms a key part of Yorkshire Water's five-year IT and Service-Oriented Architecture (SOA) strategy which ensures business systems can adapt to regulatory change
- > Leverage Amdocs Customer Management Professional Services to meet cross-organizational goals, deliver immediate results, and support future growth
- > Leverage Amdocs Product Support for secure, responsive, and reliable product maintenance and support services

## RESULTS

- > Seamless integration and alignment with changes and development to other IT systems
- > Yorkshire Water has remained as one of the UK's leading water utilities for most of the last 10 years and today is the most efficient water company in the UK in all areas of responsibility. Ofwat (Office of Water Services).
- > Key performance indicators show why:
  - > 98% of call-out appointments being met within two-hour window
  - > 60% decrease in the number of written complaints received, due to delivering better information to customers
  - > 20% drop in fault reporting helped by field operation efficiency
  - > £12M (\$17.5M USD) a year saving from field manpower efficiencies, process efficiencies and right-first-time performance
  - > 50% reduction in unnecessary field jobs supported by better information access in Amdocs CES
  - > 10% fall in repeat customer calls

## CUSTOMER SERVICE TRANSFORMATION

The continuing improvements that Yorkshire Water has made—supported by upgrading to Amdocs CES—have ensured Yorkshire Water's position as one of the UK's leading water utilities for most of the last ten years. Contributing to this achievement have been customer service improvements such as meeting more than 98 percent of call-out appointments within a two-hour window; realizing a 60 percent fall in the number of written complaints received, and reducing fault report calls from customers by 20 percent. Among the many awards that Yorkshire Water has received is recognition from Ofwat that Yorkshire Water is the most efficient water company in the UK in all areas of its responsibility.

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“Amdocs plays a fundamental role in helping Yorkshire Water deliver customer service excellence.”

**Stephen Kelk, Senior IT Professional  
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As well as ensuring that its mission-critical CRM application is fully supported, the upgrade will help Yorkshire Water improve customer service and operational efficiency. Yorkshire Water already incorporates email and paper contacts in Amdocs CES, and the majority of contact today is still by phone. However, the utility expects customer use of email, as well as web chat and other channels, to increase. Yorkshire Water is prepared to incorporate and manage a growth in these channels and having the latest versions of business systems like Amdocs CES means that these systems can be seamlessly integrated with new technologies and IT platforms in the future.

## SHIFT TO SERVICE-ORIENTED ARCHITECTURE

Part of Yorkshire Water's future strategy is a shift toward a service-oriented architecture where IT systems help create much greater collaboration between different departments and business functions. Yorkshire Water is increasing the way Amdocs CES links with other business systems. For example, if a customer contacts Yorkshire Water about a change in address, once the change is made in Amdocs CES, it is then replicated automatically across the whole business instead of being updated manually in several different places. Kelk says, "The principles that underpin our CRM strategy, such as a single view of the customer, need to be more strongly emphasized across multiple systems. Amdocs CES provides key functionality, such as a shared interface framework, which makes it easier to transfer and extend the benefits of Amdocs CES to new business systems."

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"Amdocs CES provides key functionality..."

**Stephen Kelk**

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One example of how Yorkshire Water has expanded its use of Amdocs CES is in enabling its key business partners to have direct access to the system. These partners include companies installing equipment, repairing faults and responding to emergencies. Previously, information from partners was entered into the system manually. By enabling partners to access Amdocs CES directly, information is shared faster and more efficiently, so customers are better informed about faults and resolution times.

By using Amdocs CES to help improve and increase information flow, field operations have been more efficient. Yorkshire Water says it has seen a saving of £12M (\$17.5M USD) a year resulting from staffing efficiencies in the field and other key workgroups, as well as process efficiencies and right-first-time asset performance. There has also been a 50% reduction in unnecessary field jobs and Yorkshire Water has extended opening hours from 37 to 85 hours for technicians available to undertake evening and weekend customer appointments and routine service work.

Duncan Bennett, IT Change Program Manager at Yorkshire Water says, "Yorkshire Water has transformed its customer service, turning the company into arguably one of the most popular water utilities in the UK. Much of that is due to our success with applications like Amdocs CES."

## AMDOCS/ IBM PARTNERSHIP UNIFIES CUSTOMER AND DATA MANAGEMENT

With 4.8 million customers, Yorkshire Water generates huge data volumes: around 45 million records. Much of this data is at least a year old and, although infrequently used, agents must be able to access it quickly when required. To maintain best performance and simplify and shorten the upgrade to Amdocs CES, Yorkshire Water leveraged a powerful partnership between Amdocs and IBM. This partnership delivers a highly unified customer management and data management solution to help Yorkshire Water enhance the customer experience while significantly reducing total cost of ownership.

Working in parallel with Amdocs CES, the IBM Optim Data Growth Archiving solution has enabled Yorkshire Water to reduce costs and optimize the performance of the Amdocs Customer Management offering. Optim selectively restores archived data very quickly to the production database, on demand. This shields customers and agents from applications slowing down and system downtime, and enables fast, accurate and efficient interactions. Agents retain seamless access to the archived data through the Amdocs Customer Management user interface.

Initially, Optim archived 50,000 cases a night and removed two years of data from the primary database in a little over a month and continues to maintain peak performance by archiving around 18,000 cases per week. Optim also supports tiered storage strategies, providing the capability to remove archived data from more expensive server-based storage to a separate lower-cost storage medium, further saving Yorkshire Water in storage costs.

"The combination of Amdocs CRM and an effective database archiving strategy keeps our business agile and flexible, allowing us to respond to customer service and other needs across the enterprise," says Beth Dodd, ICOM Customers IT Manager at Yorkshire Water.

**ABOUT AMDOCS**

Amdocs is the market leader in customer experience systems innovation, enabling world-leading service providers to deliver an integrated, innovative and intentional customer experience™ at every point of service. Amdocs provides solutions that deliver customer experience excellence, combining the software, service and expertise to help its customers execute their strategies and achieve service, operational and financial excellence. A global company with revenue of \$2.84 billion in fiscal 2007, Amdocs has more than 17,000 employees and serves customers in more than 50 countries around the world.

For more information, visit Amdocs at <http://www.amdocs.com>

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