

SEW & CTS create a new digital customer service platform

CTS immersed themselves in the training process, enabling the team to take steps towards autonomous development. Seen with the introduction of a Firebase expert from CTS; assisting with a series of workshops on how to set up and configure its new pla

The challenge

SEW recognised the need to build a modern IT infrastructure; to improve their services. Richard Bannister from SEW recalls that “trialing new projects on our legacy infrastructure requires time and money. We’d need to procure, buy, and install servers just to get started.” They quickly realised that it was going to be far more expensive, which was one of the catalysts for choosing Google Cloud.

The solution

Google Cloud Platform (GCP) can offer SEW innovative ways of communication with their customers. Richard explains that effectiveness can be seen with “starting to use sentiment analysis and predict trends while using the likes of Vision API. We’ll be able to look at images that customers send, and start making smarter choices quicker, meaning the customers get a better and quicker service.”

The results

Previously, it could take up to 5 days to receive, validate, and action a customer request coming through to the call center. With the My Account portal, SEW is making it possible for customers to get what they need within 30 seconds of submitting a request. Customers can manage their own accounts online, service agents have more time to help those who need extra support on the phone.

“ The project’s success can be seen in the sign-ups to the My Account application which has been doubling every month since it first went live in August 2020. “We’ve had hundreds of thousands of transactions going through the My Account application, and that can be people getting their balance or making a payment. For example, 25,000 people have used it just to update their payment details, instead ”

Tanya Sephton, Customer Services Director at South East Water

About SOUTH EAST WATER (HOLDINGS) LIMITED

South East Water supplies an incredible 521 million litres of drinking water per day, to 2.2 million; to those in the South East England region. They’re in a unique position, in which their customers don’t have a choice on their water supplier, their vision is clear “Be the water company people want to be supplied by and want to work for.”

Industry: Other

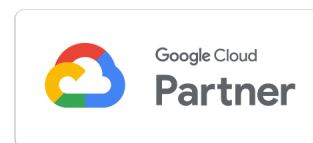
Primary project location: United Kingdom

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