

# upland

## Rant & Rave

### Upland Rant & Rave For Utilities

#### Our customers have...



Measured CSat increases of **6.5%**



Achieved response rates of over **30%**



Retained up to **93%** of Ranters by taking action



Recorded savings of **20%** on feedback budgets



Reduced the cost of complaints by over **30%**

## Water way to light up your customer experience

When you think of emotional industries, utilities may not be the first that comes to mind. Your water, gas and electricity are not something you usually think twice about, until they're not there that is. Issues in utilities can be highly sensitive, which is why they should always be handled right. We aim to harness this customer emotion into something positive.

### Don't hate, regulate

Regulators shouldn't be the reason you treat your customers well, just as geographical monopolies shouldn't be an excuse not to. Then again, you have more incentive than most. Ensure customers are informed and listened to and feel confident that you are complying with the powers that be in the meantime.

### Step on the gas

Issues in this sector need resolving, fast. Our real-time solutions are perfectly tailored to utilities, enabling you to keep your customers informed with timely messages, capture their feedback and close the loop in the moment. By allowing customers to share their thoughts in their own words, immediately after an interaction, you can solve issues before they become complaints.

### Don't just take our word for it...

*"Nothing is more powerful than listening to our customers' feedback. Being able to access this in real-time will help us understand what we can do better, what we're already doing well and the changes that we can make that will have the most impact."*

Mark Horsley  
CEO

  
Northern  
Gas Networks

### Tell customers what's in the pipeline

If you're in a position where you're without water, gas or electricity you want to know exactly what your provider is doing about it, and when. Knowledge really is power here, so reduce inbound calls and keep customers in the loop by using proactive communication to tell them exactly when they can expect you.

### Wash away their troubles

A huge amount of power is put in the hands of your frontline, whether that's in contact centers or engineers visiting homes. That one individual represents your entire company, your customers' interaction with them is their experience. Ensure that experience is as consistent, professional and positive as possible by engaging staff to go the extra mile for your customers.

### The power of intervention

*UK Power Networks understands the financial impact of complaints and the value of intervention. They tracked over 150 people who were put through a 'Recovery Loop' after sharing negative feedback. As a result, they answered positively in the regulator's survey.*



# So, let's do something about it...

## Power-up your processes

Deliver operational improvements. By introducing a Recovery Loop, mistakes, issues and negative feedback can actually have a positive outcome. Use feedback to identify friction in the customer journey, make positive changes and communicate these back to customers. By doing so you can not only streamline processes but reduce complaints and save money.

## Tap into customer emotion

Increase the volume and quality of feedback. You can't possibly know how your customers truly feel based on select samples. By engaging with a wider customer base you will be able to gather more representative feedback which in turn can be used to prove the business case for change. This feedback will tell you how your processes really make your customers feel, based on the majority, not just the experiences of a few.

## Spark a real connection

Improve customer retention. Engage with your customers emotionally, and they will be much more likely to stay with you. Retaining your customer base is a vital part of nurturing brand loyalty, plus, if customers care then they're more likely to share. Retention not only saves money, it lays the foundations for creating richer customer insight now and in the future.

## Energize your employees

Improve frontline engagement and productivity. Break down barriers between your customers and employees by bringing the voice of your customers into their world. Become more transparent with authentic customer feedback and enable employees to engage with insight directly related to them. This, in turn, improves accountability, engagement and job satisfaction – thereby reducing staff attrition.

*"Based on the sentiment analysis delivered by Upland Rant & Rave, we have been able to map exactly what drives our customers. The combination of both open and closed questions allows customers to elaborate on their feelings. Their verbatim comments can then be used to challenge our service behaviors and processes – supporting our goal to become more customer-focused."*

**Fiona Templeton**  
Customer Experience Manager



Seen an average response rate of **49%** for text messages



Reduced complaints by **29%**

## Who we do it for...



## GET IN TOUCH...

Whether you're ready to get started or would just like a little more information, our team are always on hand to help.

Please call us on  
**+44 (0)2476 011 911**  
or send us an email at  
[rantandrave@uplandsoftware.com](mailto:rantandrave@uplandsoftware.com)

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