

upland Rant & Rave

Case Studies



Scottish Water
Trusted to serve Scotland

Why the glass is always half full for **Scottish Water**



Stop, oh yes, wait a minute Mr Postman...

Scottish Water had a problem. To find out what their customers thought of them, they were sending out surveys via snail mail. They needed something to help pick up the pace.

Help! I need somebody! Help! Not just anybody...

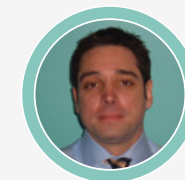
Upland Rant & Rave stepped in to help. Rather than receiving a survey in the post, customers now get a text message, call or email the day after an interaction. All they're asked is one question - "how satisfied are you?" - which they can reply back to in their own words.

Rant & Rave's Sentiment Engine analyses all of the feedback in real-time, so whether it's a complaint, praise or a great new idea, Scottish Water can instantly see where they need to take action.



As a company that prides itself on offering first class customer engagement platforms, it's no surprise that Upland Rant & Rave really do practice what they preach - their customer service is outstanding and we've always felt 100% supported and confident in their ability to deliver.

Even though the Fast Feedback solution is clearly impressive, Upland Rant & Rave aren't complacent with this. They have, and continue to put a massive focus on new innovations, and actively engage us in this process, which highlights that their customers' needs are at the heart of Rant & Rave's future.



Brian Henderson

Customer Experience Team Leader

The results are flooding in



Seeing is believing...



From two week lag time to instant real-time



Now able to understand what *really* matters to customers and take action immediately



Above average Customer Satisfaction score of 88%



Multi-channel approach makes it easier for customers to share their feedback



Average 30% response rates across all channels



29% decrease in complaints



50% response rates from text messages alone

Whistle while you work...

- Success stories now celebrated across the business
- 95% of customer feedback about employees is positive - greatly improving morale
- Staff now encourage each other to deliver 1st class service
- Having access to customer comments means they are now far more engaged in the process
- Seen as an invaluable coaching tool for Team Leaders and Managers

Are you ready to become a Raver?

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

Call us on +44 (0)2476 011 911
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