



HomeServe Leverages Customer Engagement Software to Improve Customer Experience and Satisfaction

Contents

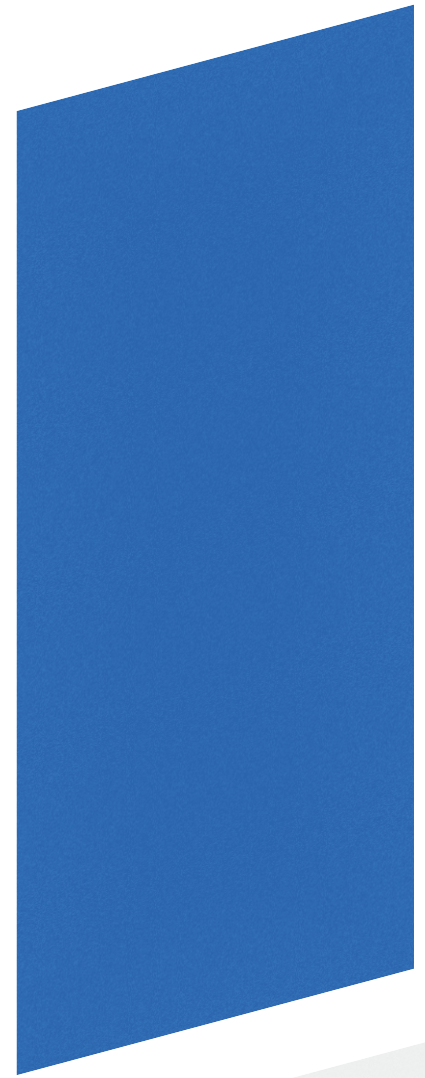
PG 3 Background

PG 4 The Opportunity

PG 5 The Solution

PG 9 Let's talk results!

PG 10 What's next?



Background

HomeServe is one of the UK's leading Home Assistance providers. For more than 25 years, it has made its customers' lives easier by delivering a range of services including plumbing, heating, drainage, electrics and more through both directly employed engineers and a nationwide network of HomeServe approved engineers.

At HomeServe, it is critical that the Voice of the Customer is always heard and is front and centre across the business. It continuously leverages customer-focused insight to make its customers' lives easier and improve their overall experience.

The Opportunity

Improve business processes and provide a better customer experience through increased usage of Upland Rant & Rave customer engagement software, with measurement through three main objectives:

- 01** Leveraging customer insight alongside Speech Analytics, Complaints, and Operational data to identify opportunities to improve business processes and customer experience.
- 02** Improving the quality and accuracy of the language and taxonomy within the Rant & Rave dashboard by aligning with other VoC/ Business tools.
- 03** Increasing engagement and visibility of Rant & Rave throughout the business to support and inform strategic decision-making.

An overarching goal was also to reinvigorate the programme internally, ensuring the platform was being used to its fullest potential.

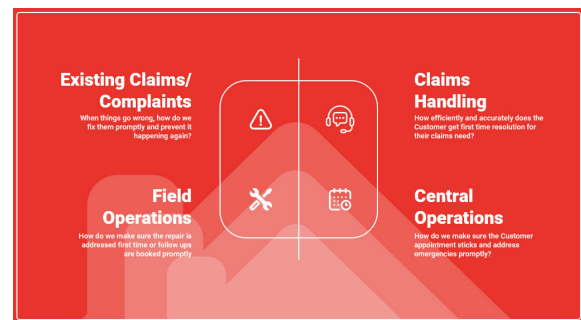
The Solution

Let's dive into some further details about how Rant & Rave is aligned with HomeServe's objectives.

01 Leveraging customer insight alongside Speech Analytics, Complaints, and Operational data to identify opportunities to improve business processes and customer experience.

HomeServe's COO, John Hunter, chaired a strategic CX programme designed to improve the four touchpoints in the HomeServe customer journey. The objective was to gain a better understanding of how to improve processes that resulted in high effort and customer dissatisfaction.

- | Existing claims/complaints
- | Claims handling
- | Field operations
- | Central operations



The customer insight provided by Rant & Rave surveys has significantly influenced and informed our strategic change programmes. We have identified and improved a number of operational processes and procedures to enhance the end-to-end claims experience for our customers.

Kieron Homer
Head of Business Change & Analysis
HomeServe

Along with Complaints and Operational data, Rant & Rave insights were pivotal in the identification of customer 'pain points' via the analysis of the Rant & Rave effort score. The use of the effort score also helped prioritise initiatives by highlighting the things that mattered most to HomeServe's customers that could then be fed into the Operational Change teams to deliver improvements.

The effort score is one of a number of metrics monitored and tracked as a success measure to ensure that the changes being made are delivering an improved customer experience.

02

Improving the quality and accuracy of language and taxonomy within the Rant & Rave dashboard by aligning with HomeServe's other VoC/Business tools.

Improving the quality of insights out of the dashboard was another priority for HomeServe. The company needed to understand the root cause drivers of why customers are both happy and unhappy, and how they could make improvements where needed.

HomeServe already had a very mature Speech Analytics taxonomy which was aligned with both their complaints categorisation model and front-end telephony automation. So, they started the process of regular taxonomy reviews with Rant & Rave, fully updating the existing taxonomy to match how they know their customers speak, accurately categorising their feedback.

They now have over 1,000 unique words and phrases mapped, which means the Rant & Rave topics are aligned with their other tools and generate significantly more detailed insights. This has provided an easy and accurate way of telling a consistent story across all major touchpoints. Using Rant & Rave data alongside Speech Analytics, Operational and Complaints data has enabled HomeServe to map out a complete view of the 'levers' of effort for the business and what the 'perfect' customer journey looks like.

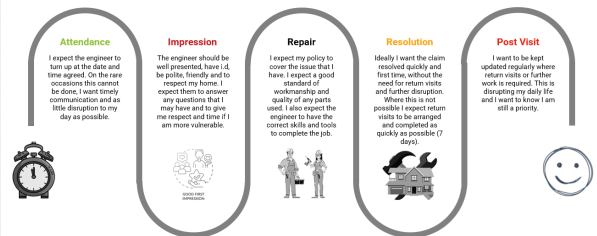


Using Rant & Rave with our existing Voice of the Customer Tools to build a bespoke language and categorisation model has helped step change the qualitative insight and has given us an aligned view across all of our touchpoints of how our customers feel, as well as where we can make improvements.

Richard Mobley
Product Owner
HomeServe

Engineer Visit

What do our Customers view as an ideal visit experience in 2023?....





03

Increasing engagement and visibility of Rant & Rave throughout the business to support and inform strategic decision-making.

During the COVID-19 Pandemic, HomeServe made the decision to provide free repairs to all NHS staff as a way of supporting the Nation's Heroes. This prompted a wave of significant positive customer feedback. They used this to kick start visibility and engagement across all levels, from frontline agents to c-suite stakeholders using their internal communication platform "Yammer".

HomeServe posted updates on scores and positive customer comments, highlighting the frontline agents and engineers whom the feedback was written about. This proved to be extremely popular, and with over 14,000 views it is now a staple routine in which the entire company is engaged! This feedback gets shared during 1:1s, daily stand-ups and is also used for internal recognition and rewards. They even have a dedicated Rant & Rave feedback section in the internally produced 'Warm and Dry Magazine', which is distributed nationally to all Engineers.



Rant & Rave has supported the creation of our Customer Experience strategy aimed to improve the HomeServe end-to-end customer journey. The insight provided us with a clear view of our customers' expectations of our products and services and where we needed to improve at each touchpoint. This has led to the delivery of focused operational changes and improvements to drive even better outcomes for our customers.

John Hunter
Chief Operating Officer

Building on this engagement, there is also a monthly customer feedback routine with the Senior Leadership Team. Contextual data from all insight sources are shared to showcase why customers are scoring the way they are. By overlaying Rant & Rave insights with operational metrics and complaints data, HomeServe can tell a powerful story filled with both data-led facts and customer sentiment/emotion.

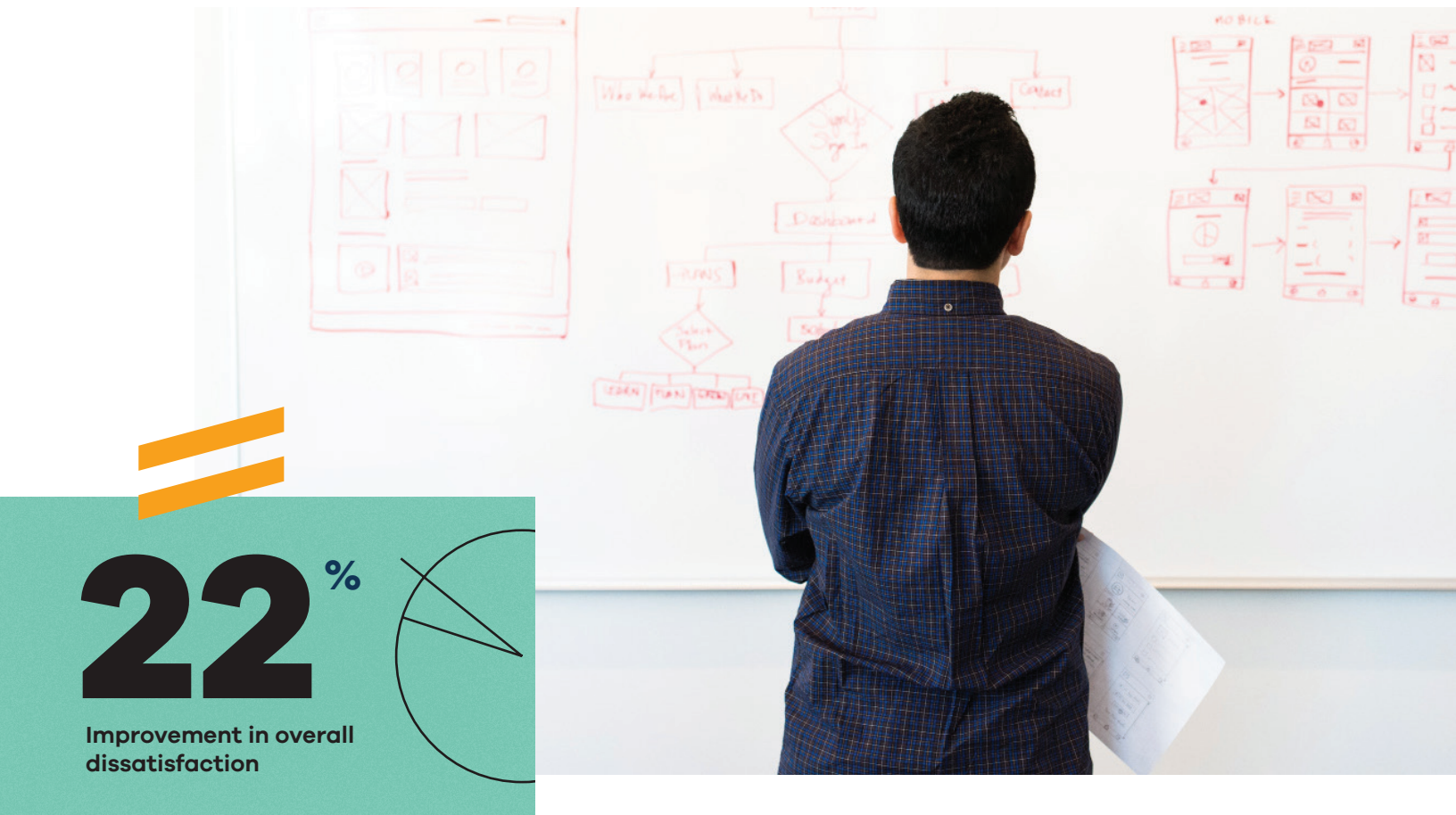


Significantly improved visibility and engagement of the 'Voice of the Customer'

THE BEST OF RANT & RAVE

- CHRIS SINCLAIR**: "They prioritised as we are two vulnerable older people. The Engineer came at 9pm, stayed and solved the leak! How about that? Stunning, exceptional great service. Thank you!"
- WAYNE ROBINSON**: "The Engineer was very, very good, and the standard of his work excellent. Taking out insurance cover with HomeServe is the best decision I have made!"
- TREVOR SALMON**: "The Plumber was incredibly helpful, informative, trustworthy and friendly. I would definitely join HomeServe again and make sure my friends join too."
- BASIL MATHIS**: "The Engineer was first class. He was polite, showed empathy and is a credit to you."
- JAMES BRICKLAND**: "James was extremely polite, professional and courteous. He worked efficiently and thoroughly. We could not be happier with his service. He deserves recognition for his hard work."
- TARA ANGBUHANG**: "The Engineer was polite, courteous and very knowledgeable. He was very professional and a pleasure to welcome into our home. As new Customers we are delighted with the service provided. Keep up the good work!"
- DARREN COOPER**: "Thank you for your impressive Customer Service."
- KYLE JORDAN**: "Agent on phone efficient/friendly, Engineer informative/knowledgeable and polite."
- DARREN TOMSETT**: "In a thunderstorm with heavy rain, Darren cheerfully cleared the blockage in a professional manner, taking consideration of health and safety and Customer care. 10/10."
- ADAM BURDETT**: "Engineer was professional, explained the issue and was able to rectify it. He gave us advice on how to stop the problem from recurring and made sure that the issue he had attended to was fixed. Very happy with the level of service given."
- CRAIG HOWARD**: "The Engineer you sent out was incredibly friendly and helpful throughout."
- GARY WORSLEY**: "The Engineer was very helpful and polite. The work needed was taken care of and it was stress-free. Thank!"
- ANDREW MUNDY**: "The people who come out are always lovely, friendly and helpful. I would definitely recommend the service to others - plus it is very reasonably priced!"
- MARTIN SINFIELD**: "The Engineer was brilliant. He arrived quickly and did an excellent job. It was a top class service at a time when I was so vulnerable."
- FRAZIER FAUGUEL**: "Very good service. Your Engineer was very polite and explained everything to me."
- TONY WOODS**: "He arrived quickly and was very polite and friendly, fixed the problem quickly and gave some good advice."

Using these various Voice of the Customer datasets together has revolutionised the way Rant & Rave is perceived internally, and it is now the primary customer voice within the wider business, informing regular decisions across the four main touchpoints.



Let's Talk Results!

In 2020, when HomeServe started on this journey, their average effort scores were at 7.8. By leveraging Rant & Rave insights to inform and support decision-making, improving processes and increasing internal engagement/visibility internally, average effort scores have increased to 8.1.

HomeServe also uses the percentage of Rant & Rave 0-2 scores to measure levels of 'dissatisfaction' internally. During this time, they have experienced a 22% reduction in customer dissatisfaction.

HomeServe's customer complaints have also decreased by 37%, in part helped by the data and insight gathered through Rant & Rave, which has contributed to customer retention and loyalty.

What's Next?

Based on the success seen to date, HomeServe has some further things planned for leveraging Rant & Rave. For example, they'll be embedding Rant & Rave scores into their Engineer 'balanced scorecard'. With a key focus on step changing the customer experience provided, Rant & Rave will make up one of the core metrics that an Engineer's performance will be ranked against. Over 600 Engineers will automatically receive their Rant & Rave 'Operative' scores on a weekly basis.

They'll also be working with Rant & Rave to improve their automated reporting functionality. They currently generate lots of bespoke insights both weekly and monthly, so they'll be looking to utilise the experience of the Rant & Rave Professional Services Team to help automate these and improve efficiency.

As they implement their Contact Centre Automation Strategy over the next 2 years, HomeServe will use Rant & Rave as a check and balance to ensure the proposition is right for customers and that they are providing the right customer outcomes.

HomeServe will also continue to support leadership with customer feedback to identify additional processes that require improving. These insights will be fed into a CX steering committee so that they can be reviewed and made actionable.



37%

Reduced Complaints



Rant & Rave

Capture customer and employee feedback in the moment to drive positive change throughout your organization. Upland Rant & Rave allows you to listen to your customers, intelligently and harness emotion to predict customer behavior.

Want to add the “wow factor” to your customer experiences?

Contact us.



uplandsoftware.com/rantandrave