

A Winning Business Case Backed by Data

How Alterian helped this utilities provider better understand their data and use it to their advantage.

A regulated utilities provider needed to improve customer experience and do so in the most cost-effective way possible. While the team were clear on the end goal, they were lacking the insights and technology needed to build the business case that would allow them to get there.

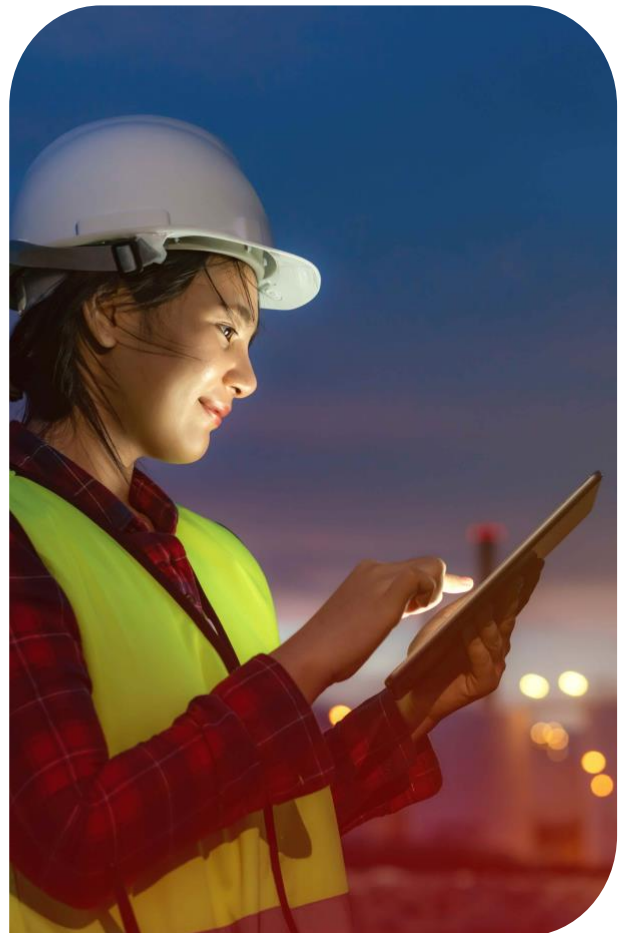
Challenge

The team had no way to view or analyze the journeys that were happening across different channels. This meant they had no way to know which journeys they should focus on to achieve the most impact or what problems needed solving. This lack of understanding also meant it was extremely difficult for the team to develop solid business cases and win necessary buy-in and funding.

Key challenges:

- Minimal insights to build business cases
- No visibility of actual customer journeys
- No simple way to visualize the impact of journeys on business metrics
- No way to view and quantify journeys at scale
- Unable to identify or resolve major friction and drop-off points.

The team knew if they were able to visualize the journey data and better understand it, they would be in a far better position to build a successful business case and achieve their goals.



The solution

Alterian was engaged to help the team unlock their data and use the insights to develop successful business cases into the future.

Utilizing Alterian’s journey analytics and journey discovery technology, the utilities provider was able to uncover never-before-seen customer pain points and friction points and quickly quantify the journeys that were costing the business and those with the most scope for improvement. Using these insights, the team was able to develop a business case that highlighted the value and potential ROI of CX optimizations and the vital need for a real-time journey orchestration solution.

<p>Tech</p> <ul style="list-style-type: none"> Alterian Customer Journey Analytics <ul style="list-style-type: none"> – Journey Discovery to analyze, identify and visualize customer paths. – Journey visualizations and real-time dashboards. 	<p>Team</p> <ul style="list-style-type: none"> Customer Experience Team Professional Services Team 	<p>Channels</p> <ul style="list-style-type: none"> Website App Call Center Live Agent Chat 	<p>Timescale</p> <ul style="list-style-type: none"> 90 days to collect enough customer behavior for business case recommendations 2 weeks to analyze and present the key findings

Results

With the support of the Alterian team and the real-time journey analytics and discovery insights, the utilities provider developed a successful business case that resulted in \$2.5M in funding for real-time customer journey orchestration technology.

As a result of journey orchestration being implemented, the business saw significant improvements, including a 10% increase to their Net Promoter Score (NPS), and an incredible \$7.5M reduction in costs.

\$2.5M

funding granted for real-time journey orchestration improvements



10%

increase in NPS as a result of successful business case



\$7.5M

reduction in costs as a result of successful business case

