



VoiceSage Helps SSE to Improve NPS and Reduce Costs

About Scottish & Southern Energy

Scottish & Southern Energy (SSE) operates the largest energy distribution network in the UK, including the supply businesses of **Scottish Hydro, Southern Electric, SWALEC, Airtricity and Atlantic**. SSE has more than 50 years' experience, and supplies over **10 million** customer accounts.

The Challenge

The key challenge for SSE was **improving their current Net Promoter Score (NPS)** surveying process. The focus was to **reduce costs**, without impacting the customer experience. SSE were keen to deploy an **automated solution** that would not remove their personal touch, or disrupt the way sensitive customer data would be used.



The Solution

VoiceSage worked with SSE to provide an Interactive **Voice Messaging (IVM) solution**. By doing so, customer surveys could be automated and **reduce the amount of agents making outbound calls**. The team worked closely with SSE to provide full reassurance about how customer data would be handled, and in just **3 weeks**, VoiceSage had **developed, implemented and deployed a fully working solution**.



The Results



Improved customer communications



Increased Net Promoter Score



Decreased business costs

VoiceSage's IVM solution **reduced the cost per completed survey from £3 to under 40p**. It provided an **unlimited scope** for conducting NPS surveys, and gave the opportunity to **extend the surveys across multiple areas**. The solution also **freed up agents' time** so that they could focus on other greater tasks.

“We have used VoiceSage for interactive messaging for two years now. I have always found them to be extremely conscientious and hardworking, overcoming challenges with minimal fuss and always pleased to receive questions, challenges and new opportunities from SSE.”

- Liz Furmedge, Customer Service Manager