

KANA. Case Study

ScottishPower

The Perfect Process Partnership

Supplier of gas and electricity to more than 5 million homes and businesses partnered with KANA to save costs and improve efficiency

The Challenge

ScottishPower operates in a highly complex, regulated and volatile industry. Over the past 20 years, it has faced many challenges, including privatization, increased competition, regulation and the emergence of new communication channels.

The Solution

KANA has been ScottishPower's chosen technology and process delivery partner since 1995, and has built a strong, long-term relationship through successful implementations of business process improvements. Almost 10 years into a Six Sigma program with more than 100 black belts, ScottishPower adopts a process-driven approach, creating great synergy between both organizations. KANA was initially involved in the consolidation of ScottishPower's nine contact centers into one, and during the past 15 years has continued to enhance this operation. During this time, KANA has been involved in more than 25 projects across the business, and implemented a range of solutions for the contact center and back office, addressing process inefficiencies, waste and repetition.

For example, KANA operates ScottishPower's online service channel, which has become a strategic channel for service, retention, loyalty and cost reduction. KANA Enterprise is deployed for enterprise workflow processing of complex, long-running customer service processes, including change of supplier, moving home, debt follow up and customer registration. The KANA Enterprise rapid solution delivery, often in as little as 10 weeks, allows ScottishPower to achieve real results quickly.

The Results

KANA has enabled ScottishPower to deliver a consistent brand and service level across multiple channels, exceeding regulatory service standards. It has also been able to achieve targeted cost savings and efficiency improvements, including a reduction in training time and improved employee attrition rates. ScottishPower



SCOTTISHPOWER

Key Points



Web Self-Service reduced inbound calls by 25 percent and emails by 40 percent within one week



The unified agent desktop reduced training costs by 50 percent



The correspondence handling solution reduced complaints by 30 percent in one year

Testimonial



KANA's advanced case handling capabilities have allowed us to significantly improve the way we manage work across the business. Cases are easier to handle and are closed quicker, meaning interactions are more efficient for us and our customers.



Neil Clitheroe, Director of Customer Service, ScottishPower

has achieved competitive advantage through business agility and process innovation, gaining control and insight into its processes. Furthermore, the solution has allowed historically disparate functions, including sales and marketing, customer establishment, billing, customer service and credit management to become more joined-up. Today, KANA continues to support ScottishPower's drive to increase productivity and deliver exemplary customer service across a suite of industry-specific processes, multiple channels and back-office functions.

Find Out More:
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