



Dee Valley Water Case Study

Dee Valley Water enhances customer online experience with My Account and Encoded payment solutions

Leading utilities provider focuses on customer services with new online billing, payment and account portal

Dee Valley Water was originally formed in 1997 with the merger of the former Chester Water Company and Wrexham Water Company. It then more recently became part of Severn Trent group and supplies approximately 62 million litres of water per day to over 258,000 customers across the Wrexham and Chester areas.

In April 2016, Dee Valley Water introduced a modern and multi-functional new company website. The website includes a new feature, My Account, developed in partnership with payments technology provider Encoded, to provide customers with secure online access to their account, making it easier for them to pay bills, check usage and balances.

Using My Account, customers can change address, view their current balance, next payment, payment plan and opt for paperless billing, all features which are now expected when customers manage their accounts online.





As well as offering the new online portal, Dee Valley Water continues to provide customer service through its customer teams available daily throughout the week from 8 am to 6pm.

Typically calls into the service team cover moving house, querying a bill or setting up direct debits. Approximately 30% of all calls were payment calls, a task that is now mainly handled by sophisticated, yet easy to use interactive voice response (IVR) technology provided by Encoded. The customer service team is expecting call volumes to fall as more customers become familiar with using the online option, freeing up agents to handle more complex customer queries. The online interface has also been developed 'cross platform' to support the different devices that customers use, including tablets and smart phones.

In addition the customer service team handles approximately a further 300 calls using Encoded's web-based Virtual Terminal solution. Virtual Terminal enables agents to set up and manage payment plans securely while a customer is on the telephone. Since Encoded is a Level 1 Payment Card Industry Data Security Standard (PCI DSS) accredited supplier, customers are assured that their private data is protected at all times.

Dee Valley Water has been delighted with the positive customer feedback and since launching My Account it already has around 4000 subscribers using the facility, and anticipates many more to sign up.

ENCODED
secure automated payments

Encoded Ltd
1 Stanley House Kelvin Way Crawley
West Sussex RH10 9SE United Kingdom
t 01293 229 700
e sales@encoded.co.uk
www.encoded.co.uk



About Encoded

Encoded is a UK company founded in 2001 to offer affordable, pay-as-you-go IVR and payment solutions to small and large businesses. Hundreds of contact centres now rely on Encoded secure automated payments for their PCI DSS compliance requirements. Today the company's software supports many of the UK's leading brands including Virgin Holidays, Mercedes-Benz Finance, Green Star Energy and Anglian Water Business.

All of the company's services are designed to fulfil three key objectives:

- Reduce costs by automating card payments
- Increase security around payments and reduce PCI DSS compliance scope
- Improve customer service by maximising resource efficiency.

Solutions include:

- Virtual Terminal Payments
- IVR Phone Payments
- Agent Assisted Card Payments
- Web Payments
- Tokenisation (Automated Recurring Payments)

For more information please visit www.encoded.co.uk

