

# Using operational insights to drive customer service



## Using operational and customer data to make meaningful decisions

Organic growth over several decades, regulatory constraints, operational breadth and cost have meant that a typical water company's operational and customer solutions are not as integrated as they could be. This deprives the company of valuable information and understanding as to how operational challenges can unnecessarily drive poor customer experience.

CGI's review service offers a structured approach to the visualisation of the value-chain. Offering a range of integration options that support both operational and customer objectives it allows paradigm shifting steps to be taken, in a cost effective and pragmatic manner.

### BUSINESS AND MARKET CHALLENGES

Water companies have operational insight, they understand their customer base and have financial data that allows them to assess performance – but analytics that span these vistas are few and far between.

Measures such as C-MeX and levels of customer contact, and subsequently cost, are in part driven by customers simply not having information on an operational matter that affects them.

Customer experience has a direct effect on financial performance, but do operational systems integrate with those servicing the customer and in doing so facilitate operational communications.

### CGI SOLUTION

The integrated data review is a structured, discrete piece of work that is undertaken within four to eight weeks.

Providing management with a clear understanding of where information and data drive value throughout the company's operations, it also offers pointed, costed recommendations as to the integration developments that could be undertaken to increase customer service.

Combining information and data from areas of the business that may not appear to share a value chain, the review enables insight to be gained and actions taken across the company's breadth.



### Key Success Factors

- A dynamic and cost effective approach to identifying company-wide value chains and determining how improved integration of solutions can support the realisation of these.
- Drives investment decisions through the use of data and analytics (continual measurements of success).

## BUSINESS BENEFITS

- CGI's integrated data review has facilitated increased insight from solutions as diverse as billing, customer, finance GIS, metering and SCADA.
- Operational decision-making can be undertaken with an understanding of how this will impact customer experience and performance measures.
- Increase customer perception of value by delivering a holistic experience.
- Provides richer information and data to support business planning activities and the development of business cases.

Optimise company-wide insight by integrating data from across the breadth of the value chain

### About CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 77,000 consultants provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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