



Severn Trent Water Case Study

Severn Trent 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

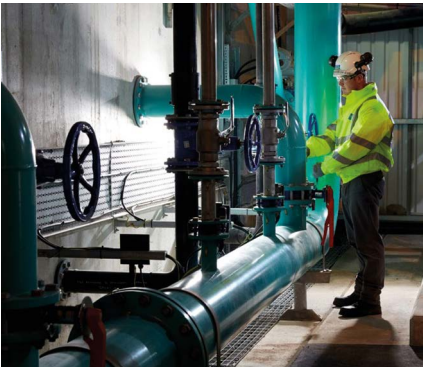
Severn Trent Group provides water and waste water services for a proportion of England and through its business Hafren Dyfrdwy (formerly Dee Valley Water) for part of Wales. The Severn Trent group supplies approximately 62 million litres of water per day to over 258,000 customers across the Wrexham and Chester areas.

In April 2016, Severn Trent introduced a modern and multi-functional new company website. The website includes a new feature, My Account, developed in partnership with payment service 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, the company 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 calls using Encoded's Agent Assisted payment solution. Agent Assisted Payments enable 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.

The company 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.

About Severn Trent Water

Severn Trent Water is one of the largest of the 11 regulated water and sewerage companies in England and Wales. Severn Trent provides water and waste water services to more than 4.5 million homes and businesses in the Midlands, from the outskirts of Bristol to the southern suburbs of Sheffield and Hafren Dyfrdwy provides water for part of Wales.

For more information, please visit www.severntrent.com

ENCODED
secure automated payments

Encoded Ltd
Spectrum House Beehive Ring Road
Gatwick West Sussex RH6 0LG
United Kingdom

t 01293 229 700
e sales@encoded.co.uk
www.encoded.co.uk



About Encoded

Encoded is a leading Payment Service Provider and pioneer of new and innovative secure payment solutions for contact centres.

Encoded offers a range of card payment solutions designed to help organisations comply with PCI DSS, GDPR and the newly introduced Payment Services Directive (PSD2).

Encoded's solutions are trusted by many of the world's leading brands including Samsung, Mercedes-Benz, BMW, LUSH and The Wine Society as well as a host of UK utility companies such as Shell Energy and Severn Trent Water.

Omni-channel solutions include:

- Agent Assisted Payments
- E-Commerce payments
- IVR Payments
- Fraud Prevention
- PayByLink Mobile Payments
- Encoded Gateway Services

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

