CASE STUDY

Sagacity
Part of Accenture Song

Cleansing Core Water Customer Data

Client
Large Water Company

Cleanse & Append

Client Problem & Impact

Our water client had inaccurate and out of date customer data. This can lead to non-compliance with GDPR legislation, poor billing, low collections rates and customer complaints resulting in Ofwat fines and operational inefficiency.

For companies that share data with an external Credit Bureau, poor data quality can also have detrimental impacts on customers and their credit history.



Data Health Check & Cleanse



Scorecard



Communications

How Did Sagacity Help?

We started with a Health Check to establish an understanding of the accuracy and completeness of our client's data. The results showed that only 43% of the core customer data was complete.

Through our industry knowledge and the use of our Cleanse & Append software, sophisticated matching algorithms, reference datasets and proprietary scorecard, our solution increased customer data completeness from 43% to 92%.

We helped the client with their customer communications strategy where changes had been made to the data to improve the customer experience, reduce call handling time and minimise complaints.

Outcome & Business Benefits

92% clean customer details

Customer data quality improved from 43% to 92% with no detrimental impacts to the customer experience or customer contact volumes. This led to our solution replacing the previous third party data provider, who previously:

- generated 20% customer complaints on the data they recommended to be changed
- produced sub 2% improvement of customer data based on a standard rule set
- had no customer segmentation in the data

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