

Case Study

AQUAPOR

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CASE STUDY: AQUAPOR

CHALLENGE

Find a service that allows 24/7 customer support, facilitates excellent follow-up, and provides a seamless omnichannel experience. The platform should adapt to the company's needs and be scalable and cost-effective.

SOLUTION

The GoContact platform guarantees reliable service with limited interruptions to access or operations, resolves customer issues efficiently, and provides a global, integrated view of the entire operation and customer journey.

RESULTS

Restructured and optimized the contact center operation, improved customer satisfaction with an increase in the average score and recognition for their customer service in their industry, improved capacity and response times, reduced agent training time, and standardized the treatment of similar topics

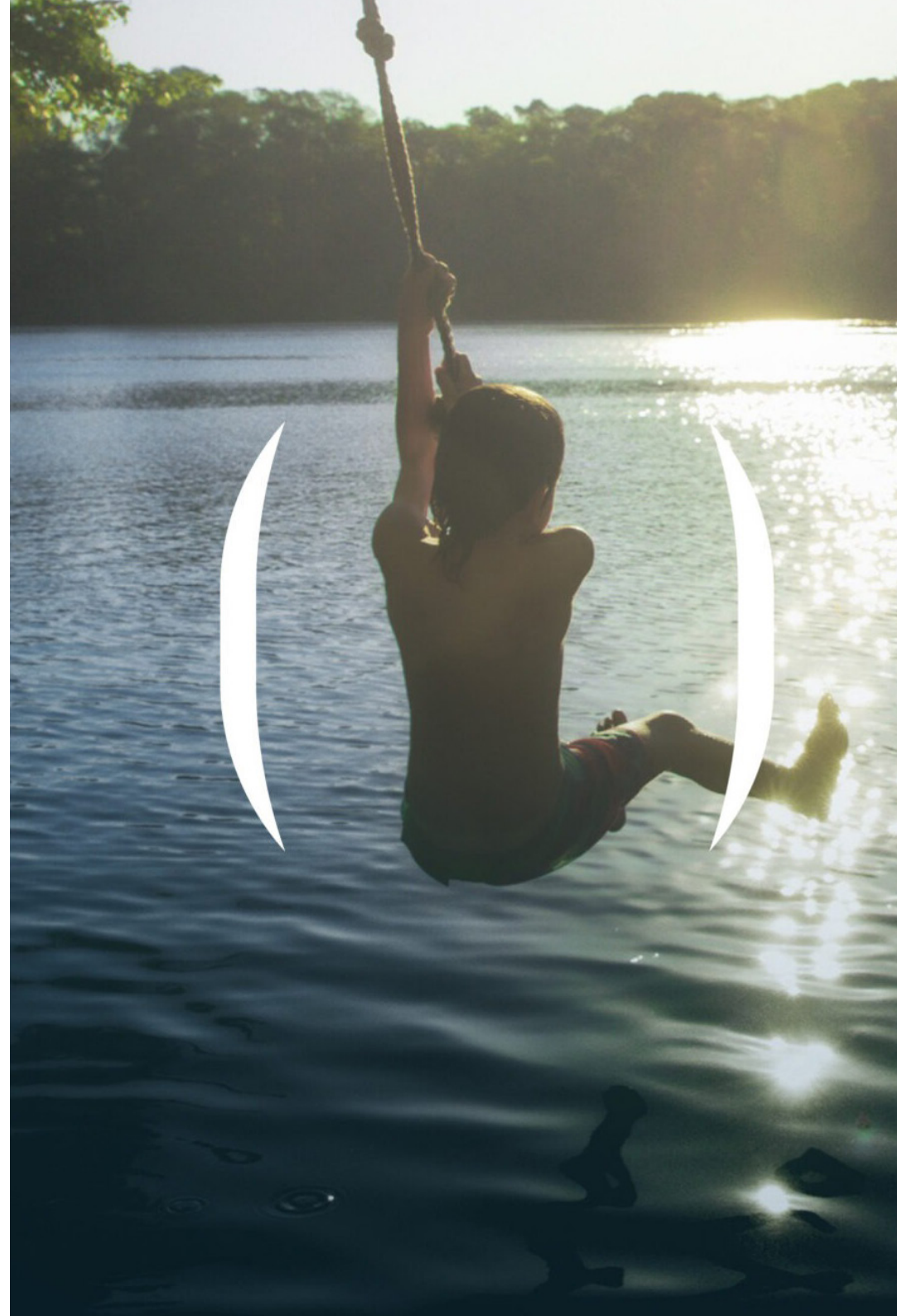
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AQUAPOR:

#missionwater

AQUAPOR – Serviços, S.A., is a company that manages the public services of water supply and wastewater treatment in Portugal. It is currently responsible for managing approximately 400,000 consumers in municipalities throughout Portugal.

AQUAPOR has a centralized structure for managing its commercial functions, adopts tools and procedures transversal to its various operations, and shares the added value of a larger structure with other smaller management entities.



**“The contact center enables
customers to feel accompanied
whenever they needs.”**

CONTACT CENTER:

Showcases the Effectiveness and Efficiency of the Company

As utility operators, consumer management is central and one of the main operational areas for their companies.

The contact center enables customers to feel accompanied whenever they need it: 24 hours a day, 365 days a year.

Although customer satisfaction is a determining factor for the success of any business, it becomes critical when operating in an undifferentiated market like this. AQUAPOR identifies as a differentiating company in contact with the client in its area.



**“AQUAPOR was looking for a platform
that would adapt to its needs.”**

GOCONTACT:

A True Business Partner

AQUAPOR was looking for a platform that would adapt to its needs, be compatible with its budget, and be scalable to accommodate future growth.

GoContact's solution enabled them to do this and build their own script base with the Smart Scripting feature that automates processes and better serves the agent and customer.





KEY RESULTS:

The Positive Impact of Change

The first COVID-19 lockdown made it crucial to have structured, transversal, non-face-to-face care. The various water concessions didn't have a shared service platform, and smaller companies didn't have a structured contact center. The operation wasn't structured, and it wasn't possible to obtain transversal synergies between companies, closing capacity gaps in one or another company at any given time.

With GoContact, it was possible to restructure all services and the performance approach. The omnichannel capabilities allowed AQUAPOR to integrate calls, chats, emails, internal orders, and web forms.

According to AQUAPOR, the most important factor was the improvement in customer service after implementing the platform.

With the implementation of the solution, they were able to:

- Decrease service times from 6–7 minutes to 3–4 minutes,
- Increase responsiveness,
- Automate approximately half of all calls,
- Increase customer satisfaction to an average score between 4.6 and 4.7 (on a scale of 1–5).

**“Smart Scripting allowed agents to
standardize calls and respond to customers
with helpful and effective answers. .”**

The Impact on the Protagonists of the Operation

From the perspective of supervisors and agents, the improvements achieved with the platform have had a significant positive impact on the company.

Smart Scripting allowed agents to standardize calls and respond to customers with helpful and effective answers. The automation behind Smart Scripting allowed external tickets to be opened to resolve failures or other more complex situations and SMS messages to be sent automatically to the customer or the operations teams. These features allow agents to save time by not using several platforms to perform these tasks.

When responding to emails or other written requests, agents highlight the hundreds of templates that help create a uniform and fast response. Agent training time decreased, which helped standardize the treatment of similar issues.





Improved Customer Service:

With the implementation GoContact, AQUAPOR managed to exceed the expectations of customers, who recognized the improvement in services and raised the level of satisfaction.

By being quicker to respond, demonstrating uniformity in dealing with similar situations, and committing to callbacks, the customer experience improved significantly, and in 2021 AQUAPOR won the APDA Award for Best Customer Service in the water sector.





Customer Testimonial



“At Aquapor, we are constantly looking for the most innovative tools and strategies to provide our customers with excellent service. To this end, we have entered into a strategic partnership with GoContact in order to further improve the capacity and quality of our customer service.

The results speak for themselves: our customer satisfaction now averages an impressive 4.7 out of 5. This achievement is a proof of our commitment to excellence and the effectiveness of this partnership.”

António Cunha – CEO AQUAPOR



“Focused on providing a better customer experience from an engagement perspective and with the goal of improving consumer satisfaction, we found a true business partner in GoContact. The versatility of the platform, the omnichannel service, and the close monitoring of its teams made it possible to overcome the challenges. And the result is the recognition of the quality of service by our customers!”

José Peças - AQUAPOR
Director of Consumer Management



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