

## Need to communicate with customers about your assets?

The utilities sector currently ranks eleventh out of thirteen sectors in terms of customer satisfaction, according to the Institute of Customer Service. The UK customer satisfaction index (UKCSI) gave utilities a score of 74.4 in January 2018, with only the Telecommunications & Media, and Transport sectors coming out lower.

In the past four years, there has been a strong, consistent link between customer satisfaction, sales growth and market share; **organisations with the highest satisfaction have outperformed their competitors.**

The **digdat® Communications** service provides a live view of incidents and interruptions to customers and the community. Notification of potential disruptions to customers and the community improves customer engagement, promotes communication, and provides a strong base for improved customer satisfaction.

## The digdat® Solution

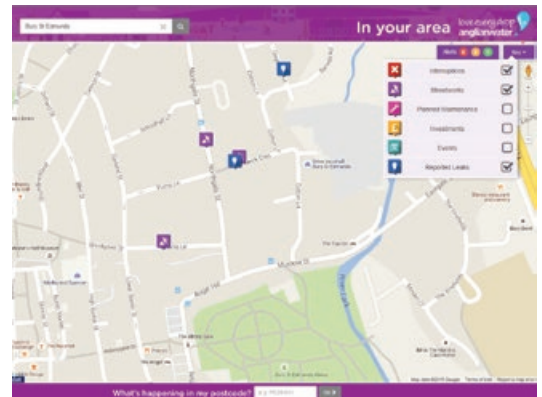
The **digdat® Communications** service is a flexible client branded solution to communicate service information through a public-facing website and allowing users to report events in real times.

In addition, **digdat® Communications** allows the public to interact by entering information about leaks, and by registering to receive information about both specific items, and items in their chosen postcode or postcodes, through a variety of media.

In 2014, the **digdat® Communications** service was conceived as a content managed system to provide a real-time information service to customers and the community.

Delivered to **Anglian Water Services Ltd** under the name 'In Your Area', the service provides a public-facing website which communicates information about incidents, events and maintenance activity.

The **digdat® Communications** service delivers a solution that:



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| is client branded   | is adaptable to fit all market sectors   |
| shows Incidents, Interruptions, Planned Investments and Events both visually & contextually | has administration tools to allow ease of updating/ managing information displayed |
| allows multiple channels of communication   | is available on a 24/7 basis   |
| instantly available on public services when changes are made                                | flexible and easy to maintain data available for viewing by public & community     |
| is supported with a manned helpdesk for the client  | is hosted in our resilient data centre   |

For further information please either call  
Customer Services on **0800 085 8060**  
email **info@digdat.co.uk**  
or visit **www.digdat.co.uk**



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