

ENHANCING CUSTOMER SERVICE WITH INTELLIGENT PROCESS AUTOMATION (IPA)



Part of the Virgin Group, Virgin Trains is a train operating company in the United Kingdom which operates long distance passenger services on the West Coast Main Line from Central London to the West Midlands, North West England, North Wales and Scotland. The company prides itself on its reputation for exceptional customer service.

THE BUSINESS CHALLENGE

The number of passengers wanting to travel with Virgin Trains was starting to increase, which generated a significant rise in the numbers of customer emails. This was placing additional demands on the customer relations team, highly skilled individuals who were essentially being used for data entry. Furthermore, training temporary staff was time consuming and costly. In addition, processing correspondence was highly labour

“The result has been impressive and a complete success. We have significantly improved our ability to respond to customers and achieved flexibility and scalability whilst reducing cost.”

Head of Customer Relations

85%

Reduction in manual effort involved in correspondence processing

BENEFITS ACHIEVED :

- ◆ Scalability during surge periods without additional resource
- ◆ Real time visibility and management of customer correspondence
- ◆ Significant improvement in customer experience



intensive, prone to errors and delays. As a result of these challenges, the customer experience was negatively affected.

THE SOLUTION

Celaton deployed its Intelligent Process Automation Platform, inSTREAM, to help Virgin Trains streamline the labour intensive administrative tasks and decision making in handling their customer correspondence.

All customer correspondence (emails, post and web forms) are received by inSTREAM which learns the pattern of unstructured content through the natural consequence of processing the document. As a result, inSTREAM is able to read and categorise the correspondence whilst recognising and extracting key information required to process the document and respond to the customer.

inSTREAM learns through collaboration with Customer Relations Agents by using an intuitive GUI (Graphical User Interface) to show its understanding of the customers' request or complaint which is validated, or

“Virgin Trains openly stated that Celaton are one of the best suppliers in terms of service, insight, innovation and future proofing that they have worked with.”

Head of Customer Relations

amended by the agent if necessary. inSTREAM learns from every transaction processed and as volumes increase, inSTREAM's confidence and accuracy improves.

VALUE DELIVERED

The daily processing time and manual labour involved in dealing with customer emails was reduced by 85%, from 32 'man' hours per day, to 4. This has had a significant impact on the time taken to respond to customers and has dramatically improved the customer experience. The need for temporary staff during periods of high demand was eliminated.

Visibility is an advantage; real-time management information is now

available to both customer relations staff and management enabling all correspondence SLA's to be monitored. This allows for effective performance management, be that targeting and eliminating deficiencies or celebrating successes and understanding and replicating best practice.

Resources and skill sets were optimised, which has allowed the department to develop in other areas. Crucially, inSTREAM has enabled Virgin Trains to utilise the skills and passion of permanent staff which has freed up time for them to create, implement and drive a sustainable long term strategy for Customer Relations. This has led to a positive impact on customers, the Customer Relations Department and the Virgin Trains business.

“At all times our objective is to respond to our customer and provide an amazing customer experience. With inSTREAM we can achieve this and we can cope with unexpected demands and exceed our customer expectations.”

Head of Customer Relations

