# Wales & West Utilities

## Wales & West Utilities choose Experian to help improve efficiency

Integrated address capture within SAP CRM helps improve customer onboarding and emergency response speeds

## Improving process efficiency

### Background

Wales & West Utilities is a leading gas distribution business which began in 2005 when National Grid Transco sold four of its gas distribution networks. The company is charged with operating, maintaining and developing the network, which includes 34,000km of pipeline and 2.4 million supply points. It also provides a gas emergency service via the National Grid's call centre system, taking around 125,000 calls each year, of which 100,000 are concerned with domestic faults, and 25,000 with network leaks (as reported to National Grid Transco). Wales & West Utilities also annually replaces 400km of old metallic mains piping, provides 22,000 new gas connections to homes and businesses, and undertakes 350,000 meter jobs. The company has 1,200 employees and 600 contractors.

### Situation

When Wales & West Utilities was founded in June 2005, it immediately embarked on a major business restructuring and systems replacement project. As part of this project, it sought an address management solution to help validate addresses, primarily for its new gas connections operation.

New connections is one area of the gas distribution business where there is high competition, so Wales & West Utilities was keen to find a solution that would integrate seamlessly with its SAP CRM solution, and enable it to validate new addresses quickly and efficiently. After evaluating the available solutions, it chose address capture for SAP from Experian Data Quality. More recently, in July 2006, Wales & West Utilities deployed address capture for SAP to help it validate addresses for emergency call-outs to domestic consumers.

### Solution

Address capture for SAP integrates seamlessly with Wales & West Utilities' SAP CRM solution. When call centre agents enter new gas connection customers' details into the CRM system, the system calls on the Experian Data Quality software to validate the address and complete the details correctly. The software integrates so well with SAP that, according to Wales & West Utilities' Head of IT Phil Pike, most agents don't even realise they are using it.

"It's a proven, tried and tested solution that is completely transparent to the user", he says. "This is a plus point because it means they don't have to learn how to use another system, as address capture for SAP is hidden within SAP. It just pulls back the information and presents it to the agent."

Address capture for SAP was introduced as part of a project to replace legacy National Grid systems with Wales & West Utilities' own solution. When a member of the public smells gas, they call an emergency number which is routed to a national call centre operated by the National Grid. As soon as the details are entered into the National Grid's system, they are instantly routed to the relevant gas distribution company to deal with the emergency.

Wales & West Utilities uses address capture for SAP to validate each address as it comes in, before dispatching it to the engineer closest to the address to deal with. Address capture for SAP has a real-time look-up to the MPRN (Meter Point Reference Number) database which identifies each individual gas meter in each dwelling in the UK and ties it to the correct address for that meter in seconds.

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>
> — **Phil Pike**, Head of IT, Wales & West Utilities

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## Results

Running address capture is helping Wales & West Utilities to get its engineers to the right address, first time, more often. This means they are able to meet standards set by the gas regulator, Ofgem, for reaching the source of gas escapes within a one-hour period.

The successful deployment of the Experian Data Quality software as part of a much larger system's replacement project, has also enabled Wales & West Utilities to become the first of the UK's independent gas networks to develop its own stand alone systems. At the end of July 2006 they had replaced all systems under the Front Office Management Service Agreements scheme (FOMSA), four months ahead of schedule.



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