



SCOTTISHPOWER

WhosOn



Sector	Utilities
Requirement	A resourceful way to support existing customers and improve their online experience
Solution	WhosOn live chat integration into customer web portals, to enable immediate assistance

Bringing ScottishPower closer to their customers

ScottishPower is a utilities giant and household name. Supplying energy to more than five million homes and businesses across the country, ScottishPower has kept ahead of a rapidly evolving industry since 1901. Its next challenge was to transition to the digital era.

The results

ScottishPower was going paperless. Services such as the management of bills were moving to the web, and this meant that some customers were left confused. Log-in errors were rife, and a solution was needed that would allow immediate customer support – without stretching employee resources.

Enter WhosOn. To make sure support teams were able to provide a helping hand exactly when needed, ScottishPower chose an eight user live chat account for use within customer web portals. WhosOn's flexibility allowed for a live chat window



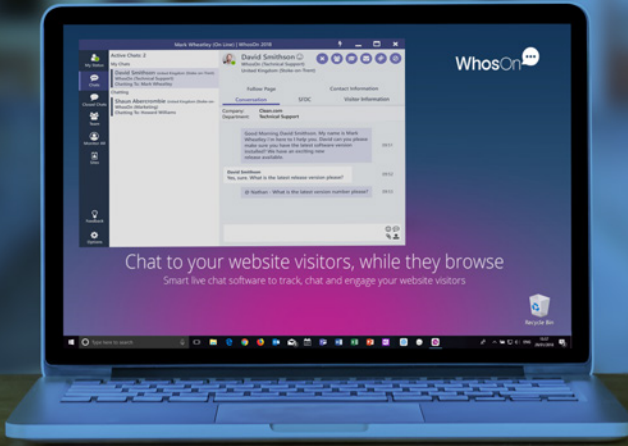
WhosOn was the ideal solution. Parker's technology is so straightforward that there have been no problems using it.



ScottishPower

to be embedded within error messages, immediately providing customers with a way to reach out for advice.

This proactive approach has been positively received by users across the board. With an average of 300 contacts via WhosOn each week, a drastically reduced number of user errors, a decrease in customer service complaints and an increase in next or same day resolutions, WhosOn has benefited both ScottishPower employees and customers alike.



Also available...

Automate your complex business processes

ThinkAutomation is the market's most intelligent business automation solution. It performs a myriad of complex tasks to deliver one simple result: efficiency. ThinkAutomation takes email messages, database



records, social feeds and web forms and runs multiple actions on them based on triggers. No more errors, no more costs, and no more time wasted.

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