



customer case study

Hydron
Lelystad, The Netherlands

Hydron Improves Customer Satisfaction with Business Process Optimization

Hydron is a Dutch drinking water company which supplies drinking water to several municipalities throughout the Netherlands. Its primary business is the extraction, production and delivery of fresh, pure drinking water to over 1.5 million people and thousands of companies.

Getting Flows Under Control

Hydron charges customers for the amount of water they use, and they incur associated customer service costs. When Hydron customers contact customer care agents, it starts off common business processes such as an address change, an account number change or resolving a bill dispute.

With customer calls increasing and a backlog of work to be performed, Hydron realized that they needed to lower costs while improving and standardizing their processes to meet increasing business demands.

A main area of focus was the complicated, legacy customer information system that customer care agents used. An agent sometimes had to use multiple applications to look up a customer, calculate formulas and update customer information. More complex processes could only be performed by a select number of agents. The longer it took an agent to interact with the customer information system, the less time they spent helping customers.

To solve these problems, Hydron decided to gain more control and measurability over their workflow. To do so they needed to simplify their processes, then implement an advanced but easy-to-use application which would guide agents through each process and help them make fewer mistakes.

Identify Processes and Build a Customer-Focused Portal

After analyzing their customer care processes, Hydron identified 70 processes that customer care agents performed more than 10 times a day. Many of these were simple processes, but some were very complicated and lengthy. They chose Seagull Software to implement a solution around these processes.

Customer care agents at Hydron had been interacting with the client information system and multiple desktop applications. Using LegaSuite,

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Seagull Software created a workflow-driven customer care portal that was integrated with other applications, such as those used by accounts receivable. LegaSuite also worked behind the scenes to integrate with other applications and automate time-consuming manual and paper processes.

More Time Spent Tapping into Customers, Less Time Spent on Applications

The new and improved solution was implemented without disrupting existing operations. As parts of the solution were completed, they were seamlessly integrated into the agents' workflow.

The customer care portal is centered on questions that customers typically ask when they contact Hydron. This way, a customer leads agents through a process. The portal enables agents to focus less time dealing with a complex application and more time helping customers.

"The added value is in bringing the customer and the agent closer together," said Leo Hendriks, Hydron Deputy Director and Customer Care Manager.

Since the portal has been completed, the average time it takes to help a customer has decreased by 40%. Some processes were reduced by a few minutes, while some more complex processes decreased from as much as two hours to about five minutes.

The new application is also vastly simpler to learn and use. The old, three-month training time has been reduced, along with the need for additional staff.

"Once our employees discovered that they could help the customer better, they realized that we can do a better job and can have better results, and were proud of the results we've achieved," said Hendriks.

In fact, other drinking water companies have asked Hydron to share the knowledge they gained about improving workflow. Hydron employees have worked with Seagull Software to educate other drinking water companies on how to gain control and simplify their processes and workflow. Results like that are surely refreshing to both Hydron and their customers.

"The added value is in bringing the customer and the agent close together. We can do a better job and have better results."

*Leo Hendriks
Deputy Director and Customer Care Manager
Hydron*



Seagull Software specializes in technology that transforms legacy applications into SOA-compliant Web services, helping enterprises achieve exponentially faster IT support for business change, governance and compliance. Our LegaSuite® software platform includes SOA integration, GUI, BPM and terminal emulation modules.

Committed to providing the best customer experience in the industry, Seagull Software's technology is in use in more than 8,000 business and government organizations worldwide, and by millions of their end users.

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