

# WNS Training Simulator Transforms Customer Service for Utility Provider

*This is our story of deploying a Software-as-a-Service (SaaS) platform, integrating an Artificial Intelligence (AI) powered training simulator with a Learning Management System (LMS), to train customer service agents for a leading UK-based utility provider. This significantly enhanced productivity and customer satisfaction.*



**WNS**

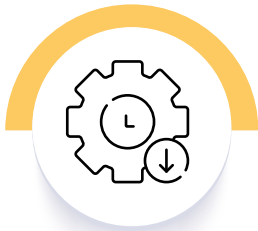
# As we know...

The UK energy sector is facing volatility amid economic and geopolitical uncertainties, profoundly impacting both utility providers and customers. Providers are experiencing increased inquiries owing to rising consumer debt and smart metering deployments. Dissatisfaction with the call outcomes is leading to higher consumer churn.

Companies are therefore paying close attention to developing and delivering skilled and effective customer care. AI-powered solutions that simulate real-world scenarios are being leveraged to boost learning and equip agents for live customer interactions and improved outcomes.

## The challenge for our client, a UK-based utility provider, was...

Enhancing customer service and upskilling new hires and existing personnel. Key issues included:



### Protracted Speed-to-Proficiency

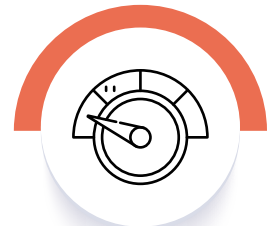
The traditional approach to training new hires was ineffective and took an extended timeframe, causing delays in speed-to-proficiency.

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### Low NPS and Compliance Scores

Only 60 percent of the new hires could meet Net Promoter Score (NPS) and compliance targets.



### High Average Handling Time (AHT)

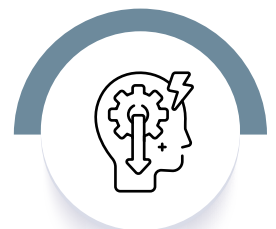
Prolonged handling times affected overall efficiency and customer experience.

03

04

### Operational Strain

Longer training periods reduced seating capacity and increased workload pressure on existing staff, leading to longer customer wait times.



# WNS stepped in as a digital-era workforce management expert to...

Implement a comprehensive solution leveraging a SaaS platform, integrating the prowess of an AI-powered training simulator with an LMS. Key aspects of the solution included:

## Mock Chat and System Actions Practice

Providing a sandbox environment for new hires to practice chat interactions and system actions, enhancing their conversational skills

01

## Analytics-led Customized Learning Journeys

Leveraging analytics-driven reports to enable personalized learning interventions, targeting specific areas of improvement for each hire

03

## Continuous Improvement

Deploying learning tools not just for new hire onboarding but as part of continuous improvement for all agents

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## Blended Simulation Training

Utilizing AI-enabled simulations to improve language proficiency and operational skills, with keystroke-level reporting to identify and address gaps early in the training process

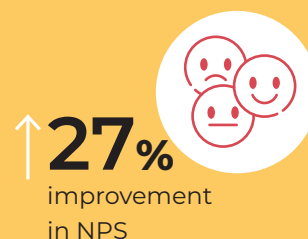
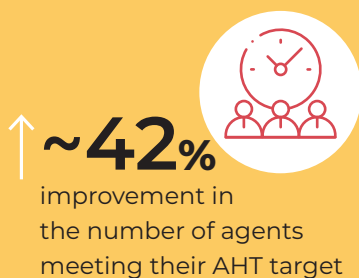
02

## Proactive Training Need Analysis

Facilitating continuous monitoring and early identification of training needs to ensure targeted and effective training interventions

04

## The deployment of the digital LMS led to...





## About WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading Business Process Management (BPM) company. WNS combines deep industry knowledge with technology, analytics, and process expertise to co-create innovative, digitally led transformational solutions with over 600 clients across various industries. WNS delivers an entire spectrum of BPM solutions including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. As of June 30, 2024, WNS had 60,513 professionals across 64 delivery centers worldwide including facilities in Canada, China, Costa Rica, India, Malaysia, the Philippines, Poland, Romania, South Africa, Sri Lanka, Turkey, the United Kingdom, and the United States.

To know more, write to us at [marketing@wns.com](mailto:marketing@wns.com) or visit us at [www.wns.com](http://www.wns.com)

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