



# How HomeServe improved their customer communications game

**L**ike any service business, Homeserve's customers judge them on the quality of their customer service as much as their ability to solve home emergencies. And we can all think of examples of companies that have got this wrong, can't we?

Up until 18 months ago, all letters sent by the customer relations team at Homeserve (that's the team that investigates complaints and issues) were reviewed by the management team to ensure they were accurate. The review process was slow and affecting morale. The team needed to be able to work more independently without the need for continual feedback. They needed to boost their skills and build their confidence.

Business improvement specialist, Natalie Collins, was determined to find a way to improve the process and the team's confidence without losing any of the quality.

"Ever since I started using ProWritingAid, my letters have improved. I used to have issues with grammar, but now my letters are easier to read and understand. It's simply brilliant!"

CUSTOMER RELATIONS ADVOCATE

## The priorities

Natalie outlined her requirements as follows:

- She wanted her team members to be able to construct clear and error-free customer communications on their own.
- She wanted her team members to flourish and allow their personalities to shine through.
- She needed a solution that took a stringent approach to security and privacy.

## Homeserve's new customer communication process

Now, when a complaint arrives from a customer, a new process is followed:

- 1** A customer relations team member investigates and writes a response to the customer. They use a template to format and structure the reply but they craft the message themselves.
- 2** They run their response through ProWritingAid, which is installed as a Microsoft Word add-on. They use the summary report to review their overall score as well as grammar, spelling and readability ratings. There's no pass mark but if any of the scores are in the red or orange categories (as opposed to green) they know to dig deeper as there are improvements to be made.
- 3** They send the letter or email directly to the customers. (Due to the improvement in quality, they have been able to remove the management review from the process.)



“We have seen a noticeable improvement in the quality of our letters and other communications since implementing ProWritingAid. It has increased efficiency, as the software has allowed us to remove the “final check” step and speed up the whole communication process.

The team's confidence has grown, which is really great to see. They are able to use ProWritingAid without having others review and give feedback, which can be daunting. Over time it has helped them learn and improve their writing technique so they get it right first time more and more often. The software is a great tool, easy to use and gives the results we need.”

NATALIE COLLINS



“ProWritingAid is my personal assistant, bringing errors and mistakes to my attention. The more you use it, the quicker you get at producing professional letters.”

CUSTOMER RELATIONS ADVOCATE

## Roll out across the organization

It's no longer just the customer relations team who are using ProWritingAid to improve their communications. Managers and the Quality Team use ProWritingAid when screening customer communications. And coaches are using the software to help build the skills of customer-facing employees. As word spreads, Natalie has had requests from other parts of the business hoping to benefit from using ProWritingAid.

## Contact us

Do you have a customer service team that would benefit from using ProWritingAid? Get in touch for a chat and to arrange a demo.

 +44 (0) 78 76 35 44 33

 [info@prowritingaid.com](mailto:info@prowritingaid.com)

 [prowritingaid.com](https://prowritingaid.com)

## Business improvement: people and process

At Homeserve, business improvement is as much about improving and supporting the teams as it is about process efficiency. And it shows. Customer relations teams notoriously have a high turnover of staff but at Homeserve they buck this trend. They've managed to combine AI, cloud solutions and a human touch to improve customer service and satisfaction but also team morale and confidence. Happy customers and happy staff - that's success that Natalie and the business can be proud of (and we're delighted to be part of it).

