

# Wales & West Utilities

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

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

### Background

Wales & West Utilities ensures the safe and secure transportation of gas across its distribution network throughout Wales and the south west of England. This involves connecting new customers, maintaining and replacing gas pipework, and responding to gas emergencies. With a gas network of more than 35,000km of mains, the company transports gas to the homes and businesses of 2.5 million consumers, serving a population of more than 7 million people.

When Wales & West Utilities embarked on a major business restructuring and systems replacement project, it sought an address management solution to help validate addresses, primarily for its gas connections operation.

### Solution

Experian Data Validation 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, Experian's app validates the address and completes 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 the address validation solution is hidden within SAP. It just pulls back the information and presents it to the agent.

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 Experian Data Validation for SAP CRM to validate each address as it comes in, before dispatching it to the engineer closest to the address to deal with. The solution includes 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.

### Results

Address validation 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 importance of this system cannot be underestimated as there are mission-critical aspects to this work. For health and safety reasons, it is vital to get the engineer to the right address as quickly as possible, and address validation helps us to do this."**

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



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