

VRS engagement, Severn Trent is building for the future. The work previously done by a three-person administrative team is now a one-person job, creating capacity within the admin team to tackle professional development initiatives and higher-level planning functions. With AI forecasting, which includes functions powered by AI, Severn Trent is using it to speed text generation in its email channel. By integrating its large language model (LLM) solution with WFM, Severn Trent hopes to inform smarter text generation with data related to adherence, customer journeys, scheduling, and more.

“I went to our LLM provider and showed them what NICE can do, and you could see their wheels turning,” said Hallam. “They’ve never integrated with a WFM before, so we’re working with our VRS lead to identify and flex the parts of WFM that will add the most value.”

05 THE FUTURE

Improved planning in high-impact areas

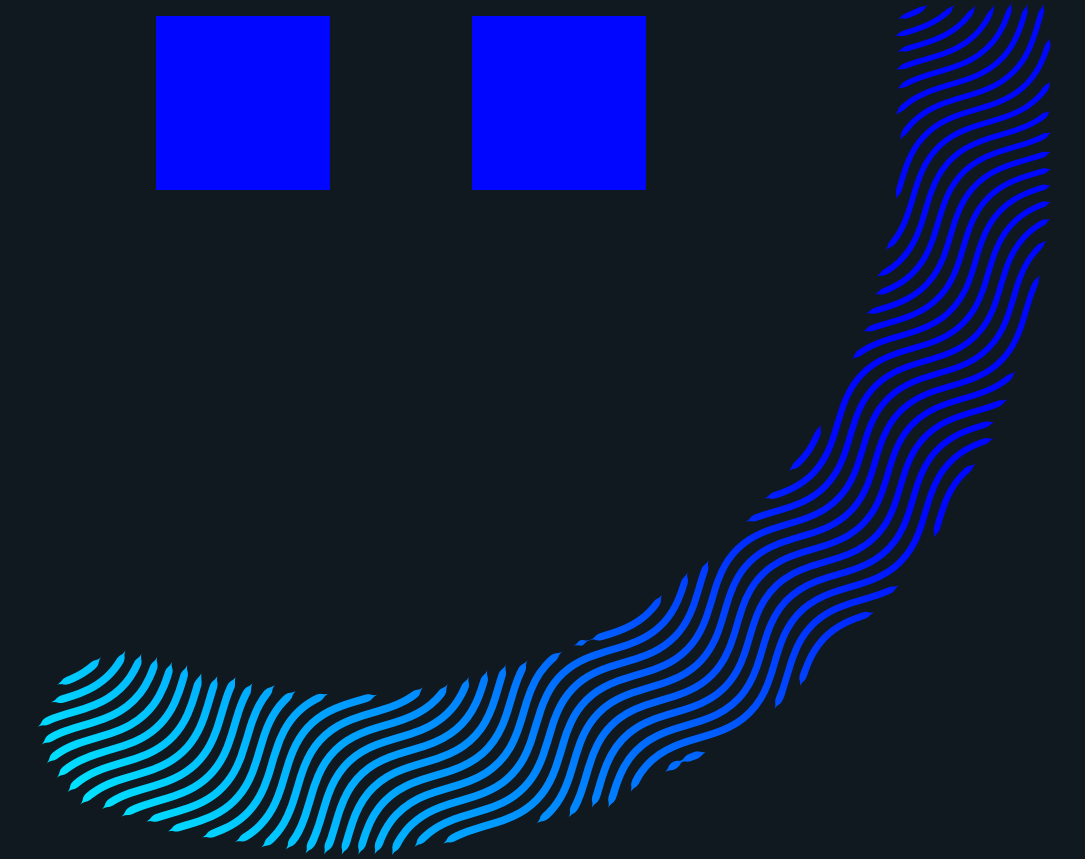
Severn Trent values continual learning and improvements to provide exceptional CX. Hallam and her team are continuously unlocking new features, converting data into actionable insights, and expanding its use of purpose-built AI solutions.

Next on their expansion target list? The in-field technicians who respond to emergency stoppages and leaks.

“We’re starting to peek into their planning—they could use WFM,” said Hallam. “Even incremental improvements to that in-field scheduling work would generate incredible customer value and environmental protections.”

“The thing about working with NICE is that it’s personal. Our VRS business consultant really got to know us and our operations. We wouldn’t have been able to drive these improvements without him.”

OLIVIA HALLAM
CONTACT PLANNING PROCESS
AND WFM EXPERT
SEVERN TRENT WATER



About NICE

With NICE (Nasdaq: NICE), it’s never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world’s #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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