



**transversal**  
connecting people to knowledge

## Case study



**Sector:** Utilities  
**Implementation:** Enterprise HR

United Utilities delivers **99% employee satisfaction** by choosing Transversal.

**“Prescience™** has led to a 50% reduction in calls into the HR team, as well as a huge increase in employee engagement and satisfaction in terms of the service we provide.”

**HR Shared Services Manager  
United Utilities**



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# Overview



-50%

HR service queries

-15%

HRSS resources  
required

99%

Employee  
satisfaction

United Utilities provides water to over seven million customers across North West England. Its HR department looks after a team of over 5,000 employees with a diverse range of skills and responsibilities.



# The challenge

## A more zen-like environment.



With its previous setup, United Utilities' HR operated in a very reactive fashion. The Shared Services Team didn't have the tools to answer queries – **leading to employees receiving inconsistent answers**. Team members were often bogged down in operational detail which, understandably, had an impact on SLAs.

For employees in the business, **the existing intranet made it too difficult to find things**. Search results brought up lengthy, time-consuming documents that simply didn't answer their questions. Inevitably, they had to contact the HR team directly to get the information they needed.

This led to a stressful working environment that United Utilities wanted to eradicate; replacing it with a proactive service that would see a dramatic improvement in employee self-service, increase productivity, ensure consistency and improve responsiveness.

“Before the knowledgebase, it was a really stressful environment to work in. We often found we were being dragged into operational minutia and the Shared Services Team didn't have the tools to answer queries from the business.”

**Customer Support Centre Manager**



# The solution

“Once we identified Transversal as a provider, they designed the portal and implemented every element of it, allowing us to **seed content and promote the site.**”

## HR Shared Services Manager

When United Utilities approached Transversal about a platform that gives its HR team the ability to capture and create knowledge that employees can access instantly, Transversal recommended **Prescience™**, its next-generation cognitive knowledge platform. Using **Prescience™**, United Utilities' all-new Shared Service portal, 'Ask HR', was born.

## Implementation

Careful planning was undertaken to ensure the requirements of both the HR team and key stakeholders were considered. Over a 12-week period, Transversal designed and implemented every element of the Ask HR portal based on the feedback United Utilities



had gathered. Transversal also worked with United Utilities to identify the content that needed to go on the system, **everything from HR documentation and policies to an in-depth Q&A section.** Once implemented, Transversal monitored the new platform together with United Utilities – identifying knowledge gaps and any improvements that could be made.

# Prescience™ in action

Ask HR gives United Utilities employees a ‘first call resolution’ platform that can answer their every question. Available 24/7 on any device – **suiting the 5,000 members of staff**, including mobile workers using smartphones – it’s a truly consumer-grade service in the business world.

For the HR team, **Prescience™** acts as ‘one source of truth’ where all HR content and policies are in one place and referred to. They can use the portal to rapidly create knowledge and manage content that’s consistent and visible to the whole company. In addition, **Prescience™** **solicits feedback from users**, giving the HR team quality insight into what information is useful and what’s missing.



## Popular questions, latest news

As well as the ability to give personalized answers, **Prescience™** also displays popular search questions and latest news on Ask HR. This keeps employees more informed and engaged on topics that would previously have prompted calls into the HR department.

## IT-free

Using **Prescience™** has ensured that HR adviser is **100% non-IT**. Day-to-day maintenance and regular content updates are handled by a member of the HR team. This means information is live and up-to-date as soon as it’s issued, without the burden of IT time or expertise.

“Modern workers are accustomed to the personalized experience of Amazon and the speed of Google search. They expect to access their HR content in a similar manner.”

**Gartner**

# The results



50%

reduction in 'everyday'  
HR questions

Since implementing **Prescience™**, United Utilities has realized its goal of having a more proactive HR team, achieving a **99% SLA** with a two-day turn-around and excellent feedback from the company. It's seen a **5x increase in employee engagement** with the portal alongside a **50% reduction in 'everyday' HR questions**, including a 15% decrease in the HR Shared Services team.

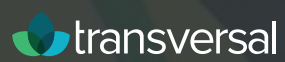
## The future

Going forward, the HR team can continue to cycle through information on Ask HR – a task they know is of paramount importance. Using **Prescience's** insights and user feedback to

help them in their task, the team can ensure that all the information on the portal is up-to-date and capable of providing employees with the answers they need – now, and well into the future.

**“Prescience™ means we can regularly and easily update the content, and make sure that Ask HR is the one source”**

**HR Shared Services Manager**



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