

Orca Social Success Story



Company Profile

Wessex Water supply water to 1.3 million customers and provide sewerage services to 2.7 million customers in an area of South West England.

Challenge

For Wessex Water it is key to communicate with customers regularly to let them know more about the services they provide and whether there are any operational issues that may affect them. This involves using a number of communication channels, including social media.

Approach

When Wessex Water decided to roll out Oracle Social Cloud to manage all social media accounts in one place, Orca Social tailored a training programme so Wessex Water could focus on the more advanced areas of the solution, such as analytics and the in-built app creator. In a full day onsite workshop we touched upon areas like day-to-day services that allow Wessex Water to engage with customers and create content for posts and tweets.

Result

Wessex Water created their first Facebook app through Oracle Social Cloud. It meant they could engage with customers, raise awareness about protecting their homes during cold weather, and encourage them to share advice with family and friends. Orca Social assisted in building the app and helped ensure it was user friendly. Wessex Water received 900 visitors during a 1 month campaign. 223 customers entered the announced competition which leads to a conversion rate of 25%.

Company

Supplying water and sewerage services in an area of South West England.

Challenge

Communicating with customers about services and operational issues on various channels including social media.

Approach

Orca Social delivered a tailored training programme for Oracle Social Cloud in an onsite workshop.

Result

Wessex Water built their 1st Facebook app attracting 900 visitors, 223 competition subscribers and therefore a conversion rate of 25%.

"We were keen to ensure staff were properly trained using Oracle Social Cloud and were getting the most out of it. Orca Social has many years' experience using the software so were well-placed to provide a training programme for us. Following the Orca Social training, staff are comfortable using the system and are confident that they are using it the right way."

Ian Drury, Media and PR Manager at Wessex Water

