

# Wave x Puzzel

Wave Utilities is an award-winning national water retailer that helps businesses reduce water use and lower utility bills. Formed from Anglian Water Business and NWG Business, it brings specialist expertise in the open water market in England.

Utilities

CCaaS

CX transformation

Powered by  
 **puzzel****300,000+**  
customers**160+**  
Agents in Puzzel Contact  
Centre**3rd**  
biggest provider in the UK

## The Challenge

Wave, an award-winning UK water retailer for non-household customers, was struggling with a legacy CX platform that slowed email handling, required constant switching between tools, and frequently broke workflows after updates. Over time this reduced efficiency and team confidence. The situation reached a tipping point during a prolonged outage when Wave couldn't reach their provider or get a recovery timeline, exposing the risk of relying on the wrong technology partner.

## The Solution

With support and funding from Techgrants, Wave evaluated new CX providers with a focus on long-term partnership as well as technology. Puzzel stood out for its transparent approach, cultural alignment, and modern platform. Implementation began in May and went live in October, with close collaboration ensuring a smooth transition and rapid deployment.

## The Results

Wave immediately saw improvements in reliability, customer experience, and operational visibility. Features like callback queuing and real-time dashboards improved service delivery and performance management, while Conversational Intelligence began surfacing insights to support coaching and continuous improvement. The migration was completed without any drop in call handling performance and received the most positive response Wave had ever seen from frontline teams.

Thanks to Techgrants' Transformation Fund, Wave was able to reduce upfront costs on their digital transformation implementation and is well-positioned for future developments. The support also positions them to invest confidently in future Puzzel developments, ensuring Wave can continue enhancing customer experience and operational efficiency as new opportunities arise.



"I've done a lot of technology migrations... I haven't done anything quite as quickly as we did this one. To not have any detrimental impact on customers or our people is pretty good."

**Rich Tate, Director of Digital at Wave**



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