

Improving customer safety and response through visual remote support



Background

Cadent is the UK's largest gas distribution network, responsible for keeping millions of homes and businesses safe and supplied. Cadent operate the National Gas Emergency Service on behalf of all gas networks within Great Britain. When customers contact the Gas Emergency Service, it is often during moments of uncertainty or concern, sometimes involving potentially safety-critical situations inside the home.

Clear communication between customers and call handlers is essential to ensure the right advice and response is provided quickly and accurately.

The Challenge

Cadent identified a recurring challenge during calls when customers reported smelling gas in their homes. Many customers struggled to accurately explain what they were seeing in their property, including meter location, meter type or the position of the emergency control valve.

Relying solely on verbal descriptions could slow down call handling and introduce uncertainty at exactly the moment when clarity matters most.

Cadent could see the additional benefit to support the customer journey that would allow customers to show, rather than explain, what was happening in their home, without adding complexity for customers or call handlers.

The Solution

Cadent introduced mXremote, mXreality's visual remote support solution, to enable live video calls between customers and call handlers.

The platform is intentionally simple to use, requiring no app downloads and only a few steps for customers to join a secure video call. This allows call handlers to focus entirely on the customer and the situation at hand, rather than on navigating technology.

On-screen annotations let call handlers easily show a customer how to turn off their gas in a safety-critical situation via screen sharing. They can see what they need to see and guide them through any safety measures that must be taken before an engineer reaches them.

The system gives the opportunity to record for compliance / audit purposes and benefits from a bespoke reporting system that sits behind it all.

Crucially, the solution fitted seamlessly into existing customer service workflows as a stand-alone solution. It didn't require any integration, so there were no delays in implementing the system, and the training required for the team to start using it was minimal, as it is so easy to use. From initial presentation and proposal, mXremote was up and running in the call centre within six weeks.

Impact and Results

Since launch, mXremote has been used over 2,400 times to support customers during potentially safety-critical situations.

While the call centre handles over 1.3 – 1.5 million calls a year, it's not necessary to use mXremote for every call, but for the calls where it is appropriate, Cadent has been able to:

- Improve accuracy and confidence in assessing reported situations
- Enable faster, more effective decision-making
- Reduce average call handling time by over five minutes compared to similar

calls where video support was not used

Call handlers have shared the sense of relief they hear from customers when they feel more supported through the secure video call.

This has delivered measurable efficiency gains while strengthening customer safety and reassurance.

Customer Testimonial

"Customers can often find it difficult to explain exactly what they're seeing in their property, especially in stressful situations. mXremote allows them to show us rather than describe the issue, which makes a huge difference.

The solution is incredibly simple for both customers and call handlers, and that simplicity really matters. Since launch, it's been used thousands of times to support customers in potentially safety-critical situations, helping us reduce call-handling times and improve response accuracy.

The mXreality team were excellent to work with, very supportive throughout and beyond delivery. They understood our needs straight away and were easy to collaborate with at every stage."

Daniel Edwards, Head of Customer Centre Operations, Cadent

Why This Matters for Customers

For customers, especially those dealing with gas-related concerns, speed, clarity and reassurance are critical.

By enabling visual communication:

- Customers feel more confident that they are being understood
- Issues can be assessed accurately the first time
- Guidance and decisions are delivered faster
- Stress is reduced during situations where safety is a concern

Ultimately, mXremote helps Cadent provide a safer, more responsive and more reassuring service when customers need it most.