

Irina Ashdown – Rob Upton-Moir (Programme Lead)

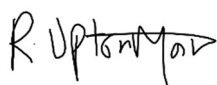
Irina worked on our Southern Water, Customer Services Improvement programme between September 2021 and January 2023. Irina led the Digital workstream alongside our Process, People and Business Support workstream leads. I provide leadership and oversight for all our Developer Services Projects including Southern Water.

Irina's scope was to deliver customer service improvements using the digital platforms Southern Water currently use. Irina led and delivered Digital Sprints improving the incumbent CRM platform: GetConnected/ServiceNow. Irina collaborated with internal stakeholders to ensure the delivery met the initial requirement. Irina was responsible for the delivery of all change management related to the digital improvements. Delivery of these sprints contributed to an increase in the overall customer satisfaction metrics.

Additionally, Irina overhauled the Developing section of Southern Water's website. The website content was revised for content and tone of voice. Irina is responsible for improvement in all core website metrics. Over a 6 month period, the website changes delivered results which include customers who are able to self-serve by over 50%, customers reporting issues with the CRM reduced by over 50%, and customers finding the correct content online improved by over 60%.

Overall, Irina was a dedicated member of the team and always committed to delivery of a high standard. Irina built strong relationships both internally and with the client. Irina will be an asset to any future programme, and I wholeheartedly recommend him/her for any endeavour she chooses to pursue.

For any further questions please contact rob.upton@skewb.uk



Provided by Rob Upton-Moir at the request of Irina Ashdown for the purpose of an employment reference.

Irina Ashdown – Edward Barnes (MD of Customer and Regulation)

As Digital Lead, Irina worked on our Southern Water Developer Services Programme. Irina joined Skewb in September 2021 during our Discovery Phase, until her workstream completed in January 2023. Irina was a key member of department for which I am the Managing Director.

Irina delivered Digital customer service improvements to the Developer Services section of the website and Southern Water's Developer Services platform. These improvements have delivered tangible results in the project leading indicators.

Irina developed critical working relationships with the client that allowed effective delivery of change initiatives. Irina is a well-regarded member of the Skewb family, and her knowledge of digital solutions has been invaluable.

Irina was a core member of the team and her contribution to the programme has been outstanding. I have no hesitation in providing a recommendation of employment for Irina.

For any further questions please contact Edward.Barnes@skewb.uk

A handwritten signature in black ink that reads "ET Barnes". The letters are cursive and fluid.

Provided by Edward Barnes at the request of Irina Ashdown for the purpose of an employment reference.