

A Voxai Success Story

Voxai and Genesys Fuel the Success of a Texas Energy Company

Texas is one of 17 states in the US that maintains a deregulated utility market for electricity. With over 50 competitive providers in the Texas marketplace, customers who are unhappy with customer service or pricing have their choice of companies to switch to.

This Energy company needed to drive out unnecessary costs from their business, eliminate complexity, and continue to offer competitive rates while building a platform for increased, positive customer experience.

“Implementing Genesys products provided real financial and resource paybacks to the organization in terms of flexibility of call routing, simplifying the telephony management and improving our ability to monitor a larger percentage of calls and coach agents. Voxai provided real expertise and guidance around the products that made the overall project an unqualified success.” Ed A.; Utility Company

The Energy company utilized Genesys in their contact centers for over 10 years to link disparate internal and outsourced ACDs. They were pleased with the solution but now needed to enhance and upgrade the software in several areas to simplify and centralize their call center technologies creating a platform for growth and efficiency.

The Energy company tapped Voxai for their experience and skillset with transforming contact centers into customer centric, cost effective,



communication hubs. Together with Voxai Solutions, the Energy company focused on the following three areas:

- 1) Improve insight into operational costs and customer interactions with the goal to gain efficiencies with both technology, outsourcers, and employees.
- 2) Improve customer retention and customer experience.
- 3) Increase call center availability and gain agent staffing efficiencies through peak call volumes.

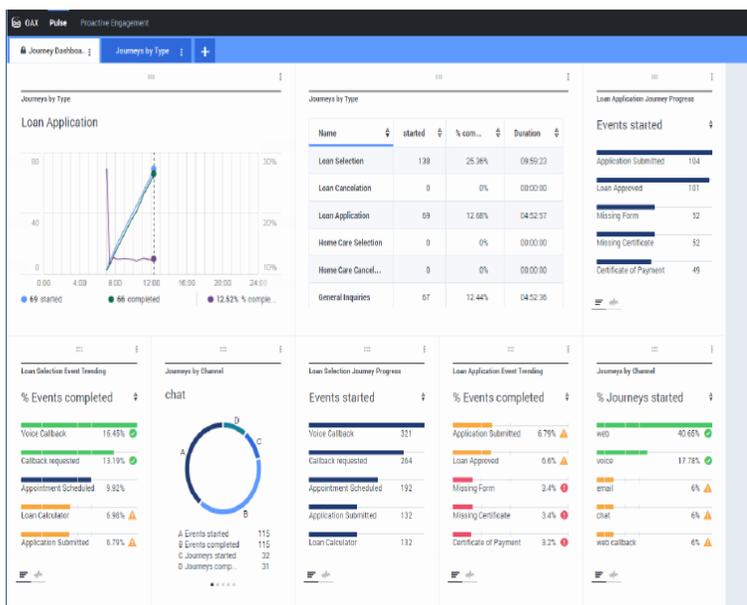
Improve Insight into Operational Costs and Customer Interactions

Through a network refresh and technology centralization effort, the company was able to implement a single call routing and reporting engine. Also, historical data from the Genesys product combined with CRM data provided detailed insights into customer interactions. These two changes allowed the Energy company to focus on the details of various aspects of their business.

First, it gave them the ability to compare and contrast the performance of various operational entities-- from outsourcers, to agent groups, to individual employees. With gaps noted and corrective actions taken, improved performance occurred across the board and the numbers were significant. Secondly, it allowed them to focus on agent and outsourcer behaviors and performance creating valuable insights into customer experiences leading to more efficient call routing, reporting, agent utilization, and higher levels of first call resolution. Real-time dashboards were created allowing business operations to have a single view of activity across 8 physical locations enabling the Business to respond to issues quickly.



be more responsive to calling trends and saw an increase in customer retention. Agent activity



evaluations grew from less than 3% to close to 100% with the implementation of speech analytics. Coaching and training of agents resulted in higher satisfaction rates for both agents and customers.

Increase availability of centers with Improved Staffing Levels

Ice storms, tornadoes and construction errors are just a few factors the utility company can't control or predict the impact on energy delivery. The Energy company implemented Virtual Hold to provide customer options for a callback during times when call volumes were at a peak level. Customers are provided choices to receive a call back as soon as an agent is available (retaining their position in queue) or at a time convenient for their schedule.

Call Volume Trending and Customer Retention

Speech analytics is a powerful tool that automates the detailed review of unstructured data such as phone calls. This company used Analytics to review post call surveys, call spikes in queues, and link the resulting data with customer data to gain valuable insights into processes and agent inefficiencies which caused customers to experience poor service outcomes. Once identified, the company was able to

Overtime costs were reduced as a result of lower staffing level during peak call volumes and simultaneously, customers loved the ability to choose when they would receive a callback. Even during the stressful times of outages, they had the confidence that the Energy company would contact them at exactly the time they requested.

And finally, the Energy company proactively maintains a 99%+ uptime with early detection of network and system issues with Cyara testing and monitoring software. The Energy company utilized the Cyara software in extensive load testing during implementation and continues to use it for ongoing detection of issues which, left unattended, could result in system outages.

Summary

The Energy Company was successful in removing over one million dollars in cost from their operation while increasing customer satisfaction levels. This energy company expects to be a competitive force in the Texas marketplace for years to come.

With a little help from partners Genesys, Voxai, Virtual Hold and Cyara, the contact centers provide almost flawless customer services ready to help customers no matter what issues –weather, construction mishaps or accidents impact electricity availability.

For more information about Voxai and our partners, please see our website at www.voxai.com

The Energy Company utilized the following solutions:

Genesys

Customer Engagement:

- SIP Framework
- GVP (IVR)
- Proactive Contact
- Call Survey

Employee Engagement:

- Speech Analytics

Business Optimization:

- Reporting

Virtual Hold Technologies

Virtual Hold CallBack

Cyara

Voice Monitoring

Voxai Solutions

Business/Technology Consulting

Solution Design & Delivery

Managed Services

About Voxai: Voxai Solutions provides best-in-class services to Manage, Transform, or Enhance customer engagement platforms. As a Genesys Partner we offer comprehensive services expertise for the full suite of Genesys products on premise, or as a cloud based solution. Over 11 years providing solutions, 100+ skilled business and technical consultants, and millions of transactions for Fortune 500 commercial and government customers has resulted in the [Voxai Value](#).