

A Major Utility Provider Deliver a superior customer experience at a lower cost

The Challenge

The customer 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.

- Achieve cost savings
- Improve customer experience.
- Agent availability and productivity

The Solution

- Migrate legacy contact center platform to Genesys Cloud CX
- Unify contact centers of all business units
- IVR and Self-Service optimization
- Develop self-service features, agent screen pop and
- robust reporting and analytics
- Reduce misroutes and agent-to-agent transfers

The Results

- \$1 million in savings
- 90% CSAT (from 72%)
- 42% decrease in Average Handle Time (AHT)
- 99.999% availability
- Enabled the utility provider to deliver a superior customer experience at a lower cost

A Major Utility Provider

Customer since 2016

Our customer is one of the largest retail electricity providers in Texas, headquartered in Irving, serving residential and business customers in deregulated regions of Texas since the deregulation of the Texas electricity market in 2002.



The Energy Company utilized Genesys in their contact centers for over ten 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.

Improve insight into operational costs and customer interactions

The company implemented a single call routing and reporting engine through a network refresh and technology centralization effort. Also, historical data from the Genesys product and 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 allowed them to compare 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 eight physical locations enabling the business to respond to issues quickly.

“Implementing Genesys products provided the 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 project a huge success.”

Operations
The Energy Company

Solutions & Services used: **Increase availability of centers with Improved Staffing Levels**

Voxai Solutions

Business/Technology Consulting
Solution Design & Delivery
Managed Services

Genesys

Customer Engagement

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

Employee Engagement:

- Speech Analytics

Business Optimization:

- Reporting

Virtual Hold Technologies

- Virtual Hold Call-back

Cyara

Voice Monitoring

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 a Virtual Hold to provide customers with options for a callback when call volumes were at a peak. Customers are provided choices to receive a call back as soon as an agent is available (retaining their position in the queue) or at a time convenient for their schedule. Overtime costs were reduced due to lower staffing levels during peak call volumes, and simultaneously, customers loved the ability to choose when they would receive a callback. Even during the stressful outages, they were confident that the Energy company would contact them precisely when requested.

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 and call spikes in queues and link the resulting data with customer data to gain valuable insights into processes and agent inefficiencies that caused customers to experience poor service outcomes. Once identified, the company could respond more to calling trends and increase customer retention. Agent activity evaluations grew from less than 3% to 100% with speech analytics implementation. Agent coaching and training resulted in higher satisfaction rates for agents and customers.

CX Solutions for Utility Contact Center Modernization

Case Study

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 that, left unattended, could result in system outages.



\$1 Million

Saved in operations costs



90%

CSAT achieved from 70%



99.999%

Of time available

Summary

The Energy Company successfully removed 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 some help from partners Genesys, Voxai, Virtual Hold, and Cyara, the contact centers provide almost flawless customer services, ready to help customers regardless of weather, construction mishaps, or accidents impacting electricity availability.