



CASE STUDY: UTILITY SERVICE PROVIDER

INDUSTRY

Utilities

COMPANY BACKGROUND

Organization has a balanced, integrated portfolio consisting of two core businesses: regulated operations and energy merchant services. Regulated delivery operations serve 1.5 million electric customers and about 500,000 gas customers.

KEY OBJECTIVE

Simplify the call center's complex call routing processes to enhance efficiencies and improve customer satisfaction.



CLIENT CHALLENGES

- Careful analysis of recent call-flow changes to determine if objectives were being met
- Evaluation of existing agent skill-sets to ensure they were aligned with call-flow changes
- A user-friendly method for evaluating and ranking outsourcer candidates



ICMI SOLUTIONS

- Adoption of recognized best practices in IVR design/management, such as clearer and more comprehensive explanations of choices, and utilizing agents as educators on using the system
- Identification of situations where workload was unevenly distributed, resulting in substantial improvements in call routing efficiency and effectiveness
- Improved call-flows, which led to an increase in staff utilization while reducing overall expenses