

### INDUSTRY

Utilities

### COMPANY BACKGROUND

Organization has a balanced, integrated portfolio consisting of two core businesses: regulated operations and energy merchant. Regulated delivery operations serve 1.5 million electric customers and about 500,000 gas customers. In addition owns 7,000 megawatts of generation.

### KEY OBJECTIVE

To simplify the call center's complex call-routing processes to enhance efficiencies and customer satisfaction.

### CHALLENGES

Organization was in need of...

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

### ICMI SOLUTIONS

ICMI consultants enabled the large utility to...

- Adopt 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.
- Identify situations where workload was unevenly distributed, resulting in huge improvements in routing efficiency and effectiveness.
- Improve call flows, which has led to an increase in staff utilization while reducing overall expenses.