

# SWITCHING ON SOLUTIONS

*A Utilities Case Study*



## WHAT WE FACED

The client was a large combination utility provider, serving more than two million electric and natural gas customers. They wanted to grow revenue by improving the resolution of past-due accounts, while maintaining compliance with state regulations and continuing to provide a positive experience for their customers. As a publicly held utility, the client was under close scrutiny to prevent regulatory violations, while still needing to address operational challenges, such as reducing handle times and supporting a low-income rate reduction assistance program. The client also needed a way to automate the decision-making process and ensure that customers were given accurate information concerning payment options, as well as avoid “off-in-error” transactions.

## WHAT WE DID

Alorica deployed its proprietary Systems Integrator™ tool to combine relevant data from multiple systems into a single agent interface, streamlining operations exponentially at the agent level, plus our Why Customers Call tracking tool, which analyzes repeat caller data to determine what was driving escalated calls. We also created a preset process, ensuring that every customer account was reviewed daily.

## WHAT WE ACHIEVED

Harnessing the power of automation, Alorica freed up internal resources, reduced handle times, and increased account resolution revenue for the client. The automated system pulled hundreds of accounts from being terminated each month, saving the client more than \$1.3 million annually in potential fines and truck rolls for “off-in-error” transactions. Staffing support from Alorica, combined with the implementation of the Systems Integrator™, automation solutions and WCC tracking tool, radically reduced call handle times, provided customers with improved self-service options and increased account resolution revenue by \$34 million over two years.

*Now, that's what we call making an impact!*

## OUR RESULTS



Increased client revenue  
**\$34M (40%)** over two years



Call handle times dramatically  
**reduced by 30-40 seconds**



Saved client more than  
**\$1.3M** annually in potential fines  
and truck rolls for “off-in-error”  
transactions

## SERVICES INCLUDED

**Account resolution**

**Fraud prevention**

**IVR-based, outbound past-due  
notification calls**

**Resolution of address disputes**

**Customer assistance**, including:

- 72-hour notification of service shut-off
- Processing reinstatement of service
- Explaining low-income discount programs
- Ensuring winter service due to seasonal grace periods
- Daily review of termination list prior to processing