

WHEN IT ALL COMES TOGETHER

An Energy & Utilities Case Study



THE CLIENT

Improved customer satisfaction. Reduced costs. Feel-good moments for everyone.

One of the nation's leading producers and transporters of energy sought a partner that could offer a robust interactive voice response (IVR) platform in conjunction with multichannel agent-based solutions. The company anticipated rate and fuel cost increases that would drive additional call volume and reduce profit margin, and required a flexible solution that would support weekly volume spikes. It was critical that the overall solution be able to perform IVR and agent services more effectively and efficiently without sacrificing quality, and that the results would translate into savings that could be allocated to other strategic initiatives and priorities at the company.

THE PLATFORM

- Meet the client's tactical goals
- Stay in compliance with government regulations
- Reduce operational costs
- Improve customer satisfaction
- Reduce overall handle time
- Uncover and implement the optimal blend between agents and automation

Piece of cake, right?

After a review of several outsourcing providers, the company selected Alorica to devise and apply a blended customer contact solution. Their decision was based upon several factors:

- Reputation and expertise in the contact center and utility industry
- Demonstrated excellence in customer service
- Full range of solutions, including in-center and home agents, bilingual agents, multichannel and IVR services, and industry-leading hosted workforce management
- Business continuity and emergency planning capabilities
- Willingness to contractually commit to providing continuous quality improvements and savings

THE SOLUTION

Customized services, blended until smooth.

Alorica's technology and agent resources shared best practices and worked hand-in-hand to complement the energy company's three existing contact centers. Hundreds of Alorica's agents were trained to handle all call types, including billing and payment, residential turn-on and turn-off service orders, credit requests, transfer upsells, outages and first party collections.

Our blended agent and technology solution included the following features:

Network ACD

Our ACD allows us to intelligently route customer calls between multiple contact center sites based upon predetermined rules and parameters. Robust reporting and call management capabilities exist within the technology, which provided the client and Alorica the ability to make sound routing decisions and oversee key agent activities.



Natural Language Speech Recognition

Allows callers to “speak” responses rather than pressing keys. By allowing callers to speak naturally, we were able to minimize the number of menus they would hear and ultimately connect that caller to the best available agent. Cost savings came from reducing misdirects and improving first call resolution.

Work At Home

The company asked Alorica for a flexible solution to handle high call volume in the early part of every week, as well as emergency outage calls. As a result, we implemented Alorica At Home, which afforded more scalability by allowing home agents to handle roughly 25 percent of calls.

This element was helpful in meeting KPI goals, including Average Speed of Answer (ASA). With a consistent reduction of ASA, Alorica helped the company achieve goals to receive government incentives from the Public Utilities Commission (PUC).

Workforce Management

Alorica’s Workforce Management (WFM) system, Spectrum, was implemented to manage and enhance agent schedules. Spectrum is the culmination of over 20 years of WFM experience; it precisely matches agent schedules with call volume needs, thus providing very granular labor (cost) controls. Spectrum’s agent empowerment features allow the agent more flexibility, thereby increasing employee satisfaction, attendance, and decreasing attrition.

THE RESULTS

We met compliance. We reduced call minutes. And we increased satisfaction. That’s just how we roll.

Alorica helped reduce the total number of call minutes for the entire enterprise while increasing the quality of customer care. While handling hundreds of thousands of interactions per month, Alorica met and exceeded KPI metrics, increased customer satisfaction and reduced labor costs. We consistently outperformed the client’s internal center in ASA and AHT metrics.

Decrease in Annual Minutes

Through a combination of IVR automation and multichannel services, first-call resolution, call queue management, lower AHT and flexible home agent work force, Alorica was able to decrease annual minutes for the entire group of contact centers by 9.8 percent.

Improved Average Speed of Answer

Thanks to Spectrum (Alorica’s heralded workforce management system), we were able to more effectively staff for peak and non-peak times. Coupled with increased flexibility of home agents, this allowed 100% of calls to be answered in 60 seconds or less. Additionally, the client challenged us for a stretch goal for Average Speed of Answer to meet PUC standards for additional program funding. Challenge accepted. Challenge crushed.

Transfer of Third Party Bundled Services Calls

The client had an existing partnership with a third party bundled services provider that assists customers with activating their television, internet, and telephone services while setting up their utilities. The process involves sending customer data from the client’s systems to the third party vendor, as well as transferring them directly to the third party IVR. The successful completion of both constitutes a conversion of the call and an additional revenue stream for the client. Prior to Alorica’s involvement, the conversion rate was less than 20% with internal resources; after Alorica’s integration with the program, the conversion rate increased to over 70% (representing a 250% lift in revenue from third party transfers and upsells).

Reduction in Transfer Rate

When a customer is not satisfied with his or her result, the calls we previously escalated and transferred back to a management level employee with the outsourcing provider. After just six months with Alorica, the average escalated transfer rate dropped by 50% with the advent of voice self-service call handling solutions.

Maintaining Compliance

Alorica continues to meet state legislative goals, which prevent the client from receiving fines for not meeting handle time requirements, and in many cases, we exceed PUC goals, resulting in additional government incentives.