



A Leading Producer and Transporter of Energy

CASE STUDY

"We believe West is a true partner. Our belief from the beginning was that for us to be successful we needed a strong partner - and West has proven to be that partner."

Manager

Customer Service Centers

A Leading Energy Company

OBJECTIVE :

Improve Customer Satisfaction & Reduce Overall Handle Time

One of the nation's leading producers and transporters of energy was seeking a BPO that could offer them a robust interactive voice response (IVR) platform in conjunction with live agents. The energy company anticipated rate and fuel cost increases that would drive additional call volume and cut profit margin. The energy company decided to outsource these functions because they knew a vendor could perform IVR and agent services with better quality and at a less expensive rate.

They were concerned with selecting a call center vendor who could help them meet their goals and stay in compliance with government regulations, while reducing operational costs. The vendor would need to improve customer satisfaction, reduce overall handle time and balance customer contact between IVR service and live agent support.

After a review of several outsourcing providers, the energy company chose West Corporation for their customer contact solution. The decision was based upon several factors:

- Knowledge and expertise in the call center industry
- Demonstrated excellence of customer service, as noted by several JD Power & Associates awards for outstanding customer service
- Full range of solutions to include contact center, IVR services and hosted workforce management
- Commitment to providing continuous improvement

THE WEST SOLUTION :

A Customized Suite of Solutions

West complimented the energy company's three existing call centers. The energy company was able to leverage our 22 years of call center experience and look to us for best practices on call center management. Over 300 of West's agents were dedicated to take call types such as billing questions and payments, residential turn-on and turn-off service orders, credit requests, outages and soft collections.

West also offered the energy company a robust reporting package that included historical and near real-time Executive Dashboards, as well as online access to reports through our secure web portal. The energy company was able to utilize the KPI information West provided and integrate them into their overall reporting.

Our technology solution also included the following features:

- Virtual ACD (VACD) – With West's VACD, we were able to route the energy company's calls between multiple call center sites based upon predetermined rules and parameters. Robust reporting and call management capabilities exist within the technology, which provided the energy company and West the ability to make sound routing decisions and to "drill down" on key agent activities.
- Advanced Speech Recognition (ASR) – This program allows callers "speak" responses rather than pressing keys. ASR recognizes virtually any spoken English word and most spoken character strings. The costs associated with utilizing this technology are much lower than those of a live agent. ASR expedites caller transaction data interchange with the same consistency, scale and reliability of more traditional automated or voice applications.

west

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We were held to the same KPIs as the client's internal call centers:

KPI Goals	Our Approach
100% of calls answered in 60 seconds	<p>Spectrum Workforce Management System – Spectrum is the most flexible workforce management system in the industry. Built by call center professionals, it allowed West and the energy company to staff appropriately for peak and non-peak times. Spectrum was administered by West for both our own agents and the energy company's agents.</p> <p>Call Queue Management – This feature allowed callers in queue between the IVR and the agent to receive a scheduled call back if they did not want to wait on hold for the agent. This resulted in a decreased average handle time (AHT) and a better experience for the caller since they were allowed to select a call back instead of holding in a queue.</p>
80% of eligible All Connect calls transferred to the appropriate agents	NICE Quality Assurance Monitoring – West has the ability to record the agent's conversation and their desktop activity simultaneously for evaluation and call monitoring purposes. NICE was used to monitor call quality and adherence to client Service Level Agreements (SLAs).
Decrease annual minutes for the entire group of call centers by 9.8% in 5 years	<p>A combination of:</p> <ul style="list-style-type: none"> • IVR Automation • One Call Resolution • Lower AHT

THE RESULTS : Reduced Quantity of Call Minutes and Increased Customer Satisfaction

West helped reduce quantity of call minutes for the entire enterprise while increasing the quality of customer care calls. Customer satisfaction was measured through a post-call survey via an IVR.

- **Maintaining Compliance.** West continued to meet state legislative goals, which prevented the energy company from receiving fines for not meeting handle time requirements.
- **Outperformed Internal Unit.** West continuously outperformed the energy client's internal unit in ASA and AHT metrics. While handling approximately 250,000 calls per month, West was able to meet KPI metrics, increase customer satisfaction and save them money on labor costs.
- **Creating Efficiencies with Our IVR.** Our tailor-made gas application IVR had an average resolution trending at approximately 7% while the electric IVR application had an average resolution trending at roughly 8% for the electric application. We also added an option for Bill Payment Extensions in March 2009 that allows callers to get a payment extension via the phone system instead of talking to an agent.

The energy company was so pleased with West's agent and IVR performance they expanded our relationship to include work at home agents. The client added West At Home to their service offering in April 2009 to help handle spikes in call volume.



For more information contact us at:
800-841-9000
 or visit us at west.com