



HELPING UTILITY CUSTOMERS WEATHER HURRICANE MATTHEW

INTERACTIVE SERVICES
CASE STUDY

PREPARING FOR A CHALLENGE

When Hurricane Matthew tracked up the East Coast, a major Florida utility company partnered closely with West to communicate with concerned customers — before, during and after the storm.

Serving over 7 million electric customers across the Carolinas, the Midwest and Florida, a major utility company recognized the need to develop a communication strategy that could provide peace-of-mind to panicked Florida customers throughout Hurricane Matthew. They sought to pre-empt potential concerns proactively, while minimizing busy signals when phone calls were unavoidable.

1 storm
7.4 M
customers

34K
inbound calls
automated

+

2.3M
proactive
outbound
calls placed

=

\$1M
total savings in
agent support

DELIVERING A MULTI-CHANNEL SOLUTION

This Florida utility company collaborated with West to deliver a combination of outbound voice alerts and high-volume inbound call support to keep concerned customers in-the-know for the duration of Hurricane Matthew.

To ensure customers knew to what to expect and how to prepare, the utility reached out to them with proactive voice alerts to relay important information, like what steps to take if and when outages occurred.

Once the storm hit, the utility company employed West's High-Volume Call Answering (HVCA) system to make sure every call was answered promptly. While frequently providing estimated restoration times via outbound voice alerts, they efficiently fielded incoming calls by routing customers to one high-capacity interactive voice response system that quickly identified and authenticated customers.

After the brunt of Hurricane Matthew's impact, the utility company leveraged automated voice notifications to continue informing customers of power restoration efforts and residual effects of the storm.

ABOUT WEST

West delivers communication solutions that help brands create connected customer experiences. We have 30 years of experience strategically improving customer interaction, enhancing productivity and increasing profitability, with clients in healthcare, education, utilities and diverse commercial industries. West Interactive Services solutions include IVR & Self-Service, Proactive Notifications & Mobility, Cloud Contact Center and Professional Services. Experience Connected at west.com/interactive.

REALIZING PROFIT AND PEACE-OF-MIND

Over the course of just five days, this Florida utility company delivered over **2.3 million proactive outbound calls** that provided vital preparation details and timely storm developments. And when customers called for help, HVCA enabled them to effectively automate over 3.4 thousand inbound calls – reassuring callers with one consistent call-flow, while freeing agents to quickly respond to more complicated call types.

This utility supported a combination of more than 43 million automated inbound and outbound voice minutes before, during and after Hurricane Matthew — providing answers when customers needed them most. Their painstaking communication efforts and trust in West's consultation paid off in a big way, realizing about **\$1 million in total call cost savings** after automating a greater number of straight forward inquiries and freeing agent resources to respond to more complicated calls.

