

OBJECTIVE: Improve Operational Efficiency

CHALLENGE

A regional energy utility was very concerned about the amount of time and money they were spending servicing repeat callers, which made up a significant portion of their incoming calls. In order to reduce the number of repeat calls, they needed to quickly understand what was driving this behavior and then determine a less expensive alternative to meeting the needs of these customers.

Live agent interactions are easily the most expensive customer care channel, but also the most preferred by customers. Deflecting calls from an agent to a less expensive medium, such as an automated phone system (IVR) or web site, can reduce the cost of these interactions, but it must be handled in a way that does not jeopardize the customer experience.

SOLUTION

To investigate repeat caller behavior, the utility could have initiated an expensive, time-consuming customer survey or listened to a random sample of calls. They suspected that valuable insight was buried in their recorded calls, but they needed answers quickly. Using speech analytics technology to search and analyze their call files, they hoped to identify and analyze repeat call drivers to learn why customers were talking with an agent multiple times. In addition, they hoped to determine, if appropriate, how best to direct customers to a less expensive service channel for subsequent interactions.

RESULTS

Using Nexidia, the utility quickly uncovered several reasons for repeat calls, including:

- incomplete documentation provided to customer
- lack of accuracy and clarity of bills
- lack of availability and usability of online resources
- inadequate agent training

Based on customer comments in the repeat calls, they also evaluated their automated service systems in terms of:

- convenience
- intuitive flow
- comprehensive options
- speed

Nexidia's speech analytics technology allowed the utility to quickly find the exact points in customer conversations where relevant comments were made. This provided a deeper understanding of why customers were unable to get the desired information online, or at what points the IVR failed to provide what customers needed.

As a result of this analysis, several changes were made to their processes and new procedures were identified and implemented. Improvements included web site updates, changing the billing cycle dates to reflect the customer's pay dates, better guidelines on enabling billing extensions and coaching for those agents who were requesting the customer call back to confirm the change. Repeat calls decreased over 20% after these changes took place, translating to multi-million dollars saved annually.

CASE IN POINT



NEXIDIA IDENTIFIES REPEAT CALLS:

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- lack of accuracy and clarity of bills
- lack of availability and usability of online resources
- inadequate agent training



REPEAT CALLS DECREASED OVER 20%—TRANSLATING TO MULTI-MILLION DOLLAR SAVINGS