



the client

One of the 'Big 6' energy companies in the UK that employs over 13,500 people and supplies electricity and gas to over 5 million customers. The size and scale of this organisation induces some challenges in delivering outstanding customer service as the volume of customers is very high. This difficulty is intensified by the very changeable nature of this industry: it is susceptible to rapid developments and sudden seasonal demands that result in unpredictable increases in call volumes.

“ Our contact centre would not have been able to handle the spike in demand we experienced because of developments in the marketplace. We’re now able to deal with, and respond rapidly to developments in our industry ”

the business challenge

Interaction with customers is often determined by the climate, billing cycles, changes in tariffs, governmental directives or indeed a large number of factors that make forecasting call volumes very difficult. Therefore, customer contact is hugely variable resulting in extremely busy periods in the some months and quieter periods other months. Consequently, an overload to the existing on-site phone systems can occur during these busy periods, the client's phone system was reaching or going beyond capacity so customers that called in were either experiencing an engaged tone or were being disconnected. Accordingly, a poor customer experience was delivered and the call centre wasn't performing to the desired standard. As the business was not able to effectively manage their call traffic, new business opportunities were being missed, customer service and satisfaction levels were impacted and customers were becoming frustrated: a flaw that seriously affected the business's financial performance as well as their reputation. As the business operates in a extremely competitive and highly regulated market, this was a cause for serious concern. The real extent of the damage that was done is hard to determine as the legacy on-site technology was only reporting limited statistics and enabling only a restricted discernibility of the problems. Key management information was not available as call receivers were not given the opportunity to answer these inbound calls because callers simply weren't getting through to contact centres. Thus, there was no accurate determination of call queues, calls waiting and calls connected etc. This business needed a solution that would help enhance their customer service, help win new customers, retain existing customers, provide management information and address the capacity issues that they were facing. Ultimately, they needed a solution that would maximise the company's resources.

the solution

After a thorough, detailed assessment of all areas of the business, we could determine that cloud technology could be utilised to achieve all of this company's business goals. First, all incoming phone numbers were seamlessly and safely transferred to the cloud in order to eliminate the risk posed to them by landing directly on the on-site PBX. Once this was done, huge numbers of statistics were made available that enabled us to start designing a solution that would achieve the business objectives.

By moving the inbound numbers and the IVR to the cloud, the capacity limit on call queuing was also eliminated, guaranteeing that callers would be answered in some way and that their experience would be far better. The solution also gave the business a web portal that was

easy to navigate and manage. Things that were once complicated like call flow, changing messaging, altering terminating numbers and updating queue times etc, are now easy and efficient. Now, they have the ability to rapidly adapt to the fluctuating demands or needs of the customers.

The cloud platform also generates detailed reporting on the customer journey. This includes real-time statistics on call queuing, connections and duration as well as an analysis of the user experience. This provides the management team with all of the necessary information needed to optimise resource allocation within the contact centre and maximise the overall running of the agent teams.



the result

Following the implementation of this service, one of the main gas and electricity providers announced a price increase which by chance coincided with the business sending out over 60 million marketing 'door drops' and of course, the contact centre experienced a huge spike in activity. Inbound call volumes were coming in at up to 25x the usual volume for a sustained period throughout the day.

If we had not installed this new system and had the business still been dependant on their pre-existing on-site PBX, their infrastructure simply would not have been able to handle the call volume as it hadn't previously. With the installation of this new cloud solution, callers no longer experienced unnecessary disruption to the service and their calls were taken and dealt with in a timely, efficient fashion. There were no more incidents, no more calls dropped and customer experience is now soaring at an all-time high.