

IVR + Multichannel Expertise to Elevate an Energy Client



CHALLENGES

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.

SOLUTIONS

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 helped the client and us make sound routing decisions and oversee key agent activities. By allowing callers to speak naturally, instead of just pressing keys, we were able to minimize the number of menus they heard and ultimately connect that caller to the best available agent. Cost savings came from reducing misdirects and improving first call resolution.

Work-at-Home

We implemented Alorica Anywhere, our work-at-home solution, which afforded more scalability by allowing home agents to handle some of the call volume, helping meet the client's 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.

REAL WORLD RESULTS



9.8% decrease
in annual minutes



100% calls answered
in 60 seconds or less



70% increase
in Conversions



250% lift in revenue
from third-party transfers
and upsells



50% reduction in
escalated transfer rates
with self-service options

Workforce Management: Spectrum®

Alorica's proprietary Workforce Management system, was added to manage and enhance agent schedules. The tool precisely matches agent schedules with call volume needs, providing very granular labor (cost) controls. It further allows agents more flexibility by giving them control over their schedules, increasing employee satisfaction, improving attendance, and decreasing attrition.

RESULTS

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 account resolutions.



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, we decreased annual minutes for the entire group of contact centers by 9.8%.



Improved Average Speed of Answer

Through Spectrum, we staffed effectively 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.



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 involved 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 conversion rate was less than 20% with internal resources before we implemented our IVR solution; after implementation, the conversion rate increased to over 70% (representing a 250% lift in revenue from third-party transfers and upsells).



Reduction in Transfer Rate

After just six months, the average escalated transfer rate dropped by 50% with the advent of voice selfservice call handling solutions.



Maintaining Compliance

Alorica consistently meets state legislative goals, preventing the client from receiving fines for not meeting handle time requirements; we often exceed public utility goals, resulting in additional government incentives.