

Major Southern California Utility

Utilizes CT Connect to Optimize Call Center Operations

CHALLENGES

One major southern California utility currently provides gas and electric services to over two million customers. They operate a 200 agent contact center to handle all customer inquiries ranging from billing questions to outage reporting. As the utility grew, so did the number of calls these agents were charged with handling. Rather than incur additional staffing and training costs, they wanted to revamp their contact center operations to ensure that existing agents could handle higher call volumes without making customers wait for service. This utility needed a solution that would make agents more productive and lower the overall call time – regardless of the customer's issue.

SOLUTION

This southern California utility chose a solution that would deliver caller information and historical data to the agent's desktop along with the call.

To implement the agent screen pop solution, their development team used CT Connect™, call processing software that provides an open, standards-based method for communicating with over 30 leading traditional and IP PBX models. It captures the automatic number identification (ANI) from their Avaya Definity G3R PBX, uses it to look up customer information and then coordinates the data and call transfers to an available agent. As the agents receive the call, the customer's account profile and recent history, including any interactions with IVR self-service applications, pops up on their desktop.

KEY ELEMENTS OF THE SOLUTION:

- CTI: Syntellect CT Connect
- PBX: Avaya Definity G3R
- Database: Mainframe storage accessed via SOAP

RESULTS

The agent screen pop solution has made a positive impact on the utility's contact center operations and agent productivity. It has shortened average call time in two ways. Simply eliminating the need for callers to tell agents their account details has lowered average call length by 15-20 seconds. In addition, with instant access to historical data agents



CASE STUDY overview

INDUSTRY

Utility

CUSTOMER PROFILE

Southern California utility currently provides gas and electric services to over 2 million customers

GOALS

Deliver caller information and historical data to the agent's desktop along with the call

SOLUTIONS

Employing Syntellect's CT Connect to enable agent screen pop solution

BENEFITS

Shortened average call time

Provides agents immediate access to historical data

Lowered average call time by 20 seconds

Shortened que times



are better equipped to assist callers with complex issues. This has led to faster call resolution rates and a further reduction in call duration.

By implementing an Syntellect-based agent screen pop solution to lower call duration, the company has also been able to significantly shorten queue times and increase customer satisfaction levels. Today, their call center handles over 4 million calls with their existing staff.

ABOUT SYNTELLECT

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries.



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