

# Green Mountain Energy

## Selects Next Generation Voice solution and Increases Automation

### CHALLENGES

Green Mountain participates in the U.S. Environmental Protection Agency's (EPA's) "Climate Leaders Program," – a voluntary industry-government partnership that encourages companies to develop long term comprehensive climate change strategies and greenhouse gas emissions reduction goals. Green Mountain has a goal to offset 100 percent of its corporate emissions with green power purchases through 2010.

The company prides itself on delivering outstanding service to all of their customers; however, its legacy IVR system was difficult to use and drove callers to request agent assistance, even for routine transactions. Green Mountain soon discovered that the application's voice user interface was the problem. It required customers to enter too many data points to look up their account information, and, more often than not, the speech recognition software was not able to understand what the callers were saying. As a result, customers were forced to request agent assistance. This not only frustrated callers, but also placed a heavy burden on Green Mountain's contact center.

**"After reviewing available voice technologies, we knew that we wanted an open, standards-based solution to give us greater flexibility in the future."**

HEIDI SCHRAB  
DIRECTOR OF OPERATIONS  
GREEN MOUNTAIN

Heidi Schrab, director of operations for Green Mountain, contacted the company's existing IVR vendor and requested changes to the application. Given its proprietary framework and lack of rapid development capabilities, she learned that it would be an expensive and cumbersome undertaking. After evaluating several vendors, Green Mountain chose to work with Syntellect for the software, services and solutions needed to revamp its customer service infrastructure. The new IVR system was built on the Syntellect Communications Portal (SCP).

### SOLUTIONS

Green Mountain worked with the Syntellect Professional Services Group to streamline the voice user interface for its Bill Pay application and to make it easier to use. The new IVR solution uses call data, specifically automatic number identification, to pre-identify callers by looking for a phone number match in the customer database. If one is found, the caller is asked one



## CASE STUDY overview

INDUSTRY  
Utility

### CUSTOMER PROFILE

Green Mountain Energy, based in Austin, Texas, is the nation's leading provider of cleaner energy products and carbon offset solutions, offering residential, business, institutional and governmental customers an easy way to purchase cleaner, affordable electricity products, as well as the opportunity to offset their carbon footprint

### KEY SOLUTIONS OF SCP

Rapid application development capabilities that ensure time-to-market advantages

Powerful management utilities that significantly reduce the time & cost of administrating large-scale installations

An embedded VoiceXML browser

Tight integration with best-in-class telephony & speech products (Intel, Nuance, etc...)

The ability to snap right into diverse telephony, data, Web services & back office environments

A clear & easy migration path to emerging standards & new technologies (speech, VoiceXML, host media processing, VoIP, SS7, SALT, & Web services, among others)

Outstanding price/performance & ROI





## THE BOTTOM LINE

**“We realized that it would be more cost-effective for us to outsource the development and associated management tasks to gain the expertise that we needed.”**

HEIDI SCHRAB  
DIRECTOR OF OPERATIONS  
GREEN MOUNTAIN

validating question before the system moves the caller to the bill pay application. If no match is found, the caller is first prompted to enter the home telephone number associated with the account and then validation information is requested. The speech recognition software was upgraded to maintain the convenience of a spoken interface, but this time with increased accuracy.

Moving to an open, standards-based voice solution enabled Green Mountain to leverage work that they had already done for their Web site. Syntellect developed a VoiceXML interface to the JAVA-based application logic Green Mountain created to take online payments. Both the voice and Web applications use Web services to access the company's home-grown customer database. This methodology reduced the overall development time. It yielded a more flexible, robust solution since each piece of the solution can be enhanced easily without disrupting its integrated parts.

Green Mountain chose to have its solution hosted by Syntellect OnDemand. This reduced the company's up front start-up costs because they did not have to purchase the equipment and set it up at their site. Going the hosted route also enabled Green Mountain to quickly launch its new IVR solution. From kick-off to production deployment, the entire project took just two months. Now, instead of spending internal resources managing voice servers, Green Mountain can concentrate on delivering excellent customer service as well as focus on the company's core mission – to change the way power is made.

## RESULTS

The net result of the project is a Bill Pay IVR solution that completes twice as many payment transactions as the old system. The solution now handles about 150,000 IVR minutes per month, improving service and enabling Green Mountain to collect payments faster. Because the new solution off-loaded calls from agents, Green Mountain's contact center operates more productively with shorter wait times and better utilization of agents' skills. The payback period on the Syntellect solution was less than nine months

## 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.



VOICE



EMAIL



WEB



FAX



TASK

### CORPORATE OFFICE

16610 North Black Canyon Highway  
Suite 100  
Phoenix, Arizona 85053

TEL 800.788.9733  
WEB SYNTELLECT.COM

### INTERNATIONAL OFFICE

Technology House  
Fleetwood Park  
Barley Way  
Fleet, Hampshire  
GU51 2QX

TEL +44 (0) 1256 685100  
WEB SYNTELLECT.COM/INTERNATIONAL