

Top Utility Swaps Inefficiencies With Agile Customer Care

We helped client improve productivity, reduce costs, and grow revenues

Client

Our client is a leading utility company in the U.S. Midwest, supplying electricity and natural gas to 7 million homes, offices, and commercial establishments.

Business Requirement

Energy providers everywhere are operating in a new digital world. Competition is challenging them to become more innovative and agile to fulfill the dynamics of technology-enabled consumer distribution. Given the market dynamics, our client had strategic objectives for outsourcing its contact center services:

- Improve operational performance in an otherwise unionized, low-productivity captive centers.
- Drive high customer satisfaction (CSAT) through best-in-industry services.
- Reduce total cost of ownership (TCO) by implementing global standards for operations management and economies of scale.
- Manage increasing call volumes in its captive centers.

Concentrix was a partner of choice because of our proven capabilities of bringing in synergies and best practices in terms of people, processes, and technology that help clients meet strategic priorities.



Figure 1: Concentrix Utilities CXM: Customer Satisfaction With Revenue Maximization

Our Solution

Concentrix hired and trained staff, and transitioned a customer care process to our delivery site in just six weeks. We soon outperformed its existing centers on all key operational parameters.

Today, we manage additional lines of business for the client, including payment terms, billing inquiries, and value-added product and service promotions. In addition to managing inbound calls for all the above lines, our multi-skilled advisors also upsell Appliance Service Plans (ASPs).

With growing confidence based on our excellent performance, the client today directs 100% of inbound call volumes to our center (we transfer only out-of-scope calls to its captive centers).

Major Results

Our relationship with this client began as a stopgap arrangement to manage overflow volume that its captive centers couldn't handle. Based on our high level of performance, thought leadership and best practices, we have transformed into a trusted advisor strategically managing customer service operations.

- **\$2 million annual revenues added:** We implemented an upselling sales program that offers service plans to all customers regardless of the reason for the contact. This initiative achieved its target of \$2 million within the first year of operations.
- **AHT reduced:** We achieved a 17% reduction in average handle times over the past year by applying best practices to create an efficient and effective workforce. This reduced overall costs and increased customer satisfaction.
- **Steady-state CSAT improved:** By applying Concentrix Way best practices and innovations, the program realized a sustained 2% improvement in CSAT from a steady-state level in the past six months.
- **TCO lowered:** Using our Concentrix Analytics global methodologies, we streamlined program-wide processes to gain efficiencies for our client. Some of these processes were also rolled out to its captive centers to improve overall performance for customers.

By utilizing our operational expertise, business excellence approach, analytics, and the Concentrix Way best practices, we have helped our client achieve significant performance improvements. We continue to demonstrate success with a highly-efficient operation that helps our client manage costs without compromising on the quality of services.

Contact us today: inquiry@concentrix.com

ABOUT CONCENTRIX: *Different by Design*

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