

# How A Leading Utility Company Achieved a Quick CX Turnaround with IVR Modernization

Our customer is a leading energy provider in the US that employs around 35,000 people, and serves more than 10 million customers across 48 states in the USA, the District of Columbia and Canada. They are involved in almost all facets of the energy business, from generation and power sales to transmission and delivery.

## THE NEED

Having a wide customer base and a strong record of reliability and customer satisfaction made our customer keen about a non-disruptive solution. They wanted to modernize their IVR in a way that didn't affect their service delivery.

## THEIR CHALLENGES

- ✓ The Customer's legacy Interactive Voice Response entailed high call volumes and escalated costs.
- ✓ They wanted to improve Customer Experience by reducing resolution time leveraging their IVR system to address common user queries like outages, payments, transfers, and IDVs.
- ✓ Previous modernization initiative failed since the chosen technology stack was rigid and made creation and enhancement difficult and time-consuming
- ✓ They had the need for their service desk solution to support virtual agents

## TECH STACK



DialogFlow-CX



GCP



Python



Cloud Functions



API Gateway

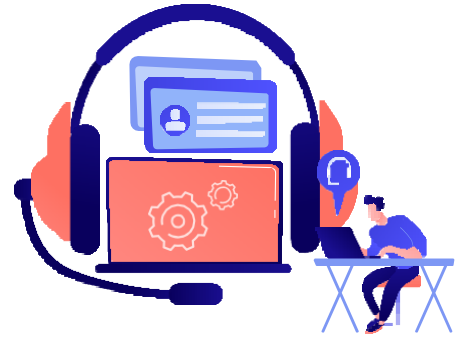
## OUR SOLUTION

- We started with an in-depth discovery phase to thoroughly understand customer requirements
- We used Google Dialogflow's comprehensive platform and advanced AI capabilities to design an IVR system comprising 288 modules and implemented design using a responsive approach.
- We built IVR flows that helped our customer deflect volume by resolving common user queries without agent intervention. Customers could reach the DialogFlow agent, and have their queries handled by rendering of specific menu options.

## OUTCOMES

### Reduced Overall Contact Volume & Average Handle Time (AHT)

Handling time is a vital contact center KPI that impacts both customer satisfaction and contact center center efficiency. Our modern IVR system built on Google Cloud helped our customer optimize Average Handle Time by enabling faster resolution and reducing agents' workloads.



### Increased Efficiency and Decreased Costs

With Google DialogFlow CX, we enabled precise routing that allowed them to dynamically map queues and route calls to agents who closely match callers'needs. This along with the call deflection achieved through self-service decreased costs and increased overall efficiency

### Increased First Contact Resolution (FCR) Rate

The company's new IVR solution was able to connect customers with agents, transfer customers quickly and provide a more efficient way to resolve issues. Customers got their issues resolved on their first interaction and didn't have to call back about the same problem.



## LEARNING OUTCOMES

- Co-managing this project helped us strengthen resources and deploy architects, GCP certified professionals in all the phases of our involvement. It helped us refined our resource onboarding and training plan for other Google Cloud projects
- The VUI diagrams obtained from the customer were not updated and we learnt to navigate around this limitation by reconstructing clear call flow diagrams using an automation tool.