

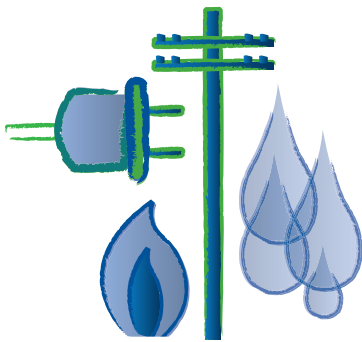
# customer care solutions

from Nuance



case study ::

## Growing U.S. Utility Company Implements New IVR System with Outbound Functionality



### *Increases User Satisfaction and IVR Usage by Implementing Outbound Solution*

#### customer profile

A leading utility company provides reliable electric and natural gas service to almost two million customers in the U.S. Their goal is to grow through superior performance in all aspects of their business including customer service. Their contact center receives millions of calls per year, a number that has been increasing every year.

#### challenges and objectives

The utility company's pre-existing interactive voice response (IVR) system was reaching its end-of-life and would not be supported for much longer. The IVR's functionality was limited and they were experiencing low customer satisfaction scores. The company wanted to increase the overall customer experience as well as utilization of self-service and call completion rates.

#### the solution

Nuance delivered an automated customer interaction solution that included a speech-enabled self-service system using the Genesys Voice Portal platform with new applications that are available 24 hours a day. In addition to upgrading existing functionality and adding new inbound applications, the utility deployed outbound applications as well.

**“We wanted to increase caller satisfaction... our Outbound solution has proven to be an advantage in the industry. We are very happy with the results thus far.”**

Manager, Call Center

### Outbound Solutions:

**Outage Callback.** When a customer calls and reports an outage they have the option of being called and notified when power is restored. This application asks them if their power is back on and the call record is updated with the response.

- If the phone number dialed is busy, it is logged and then the system tries to call again immediately
  - If the system tries twice and it still receives a busy signal, it marks it as busy in the database and tries again the next cycle.
- If an answering machine is detected, the application leaves a message and updates the database
- If a human answers the Outage Callback application, the system asks them if the power is on.
  - If the human doesn't answer, the record is updated with a "No Response" – If the human answers "Yes" the system marks it as complete.
  - If the human answers "No" the utility receives this information from the database so they can begin to investigate the situation.

**Wake-Up Call.** Customers without power can request a wake-up call, and the system will call them within 10 minutes of their selected wake up time. The system selects all records that requested to be woken up in the next ten minutes and places the calls. The system tries again if there is a busy signal and hangs up after the second busy signal.

### results

The utility has taken advantage of call-deflecting outbound calls and has also seen an increase in completed inbound calls due to the additional functionality; therefore, the company has achieved a substantial decrease in the amount of total inbound calls they receive. Their callers have shown their appreciation by using the automated system more frequently and customer satisfaction scores have increased by more than 20%.

### about nuance communications, inc.

Nuance is in the business of helping companies better support, communicate with and understand their customers. It does this through a set of interaction solutions including Inbound Messaging, Outbound Messaging, Analytics and Productivity. These solutions help drive an improved customer experience, better business performance, and increased employee productivity. Every day, millions of users and thousands of businesses experience Nuance's proven applications and professional services. For more information, please visit [www.nuance.com](http://www.nuance.com).

### Nuance Fast Facts

- Major enterprise-level references across many industries
- Best solution delivery system in the industry
- Key partnerships with technology leaders
- 600+ professional services employees globally
- VoiceXML leadership since 2000 deploying many of the world's largest systems based on VXML