



TELUS International

Serving the Energy Market One Customer at a Time.

Contact Center Solutions | Case Study

Key metrics for the client's voice programs:

- First Call Resolution
- Call Satisfaction
- Agent Satisfaction
- Quality

TELUS International's relationship with one of the largest energy providers in the United States began with a 10-seat pilot in 2002 providing customer service to the client's electric and gas customers. What began as purely a voice program has expanded to include email and back-office support. Today, the program has grown to almost 1,000 TELUS customer service representatives handling hundreds of thousands of phone, email and back-office transactions every month.

Scope of work

TELUS International currently manages multiple queues for this client including voice, email and non-voice programs:

Billing and Credit - Assists customers with:

- Billing inquiries, discrepancies, billing dates, balance inquiries and meter reading accuracy.
- Payments.
- Power outage notifications.
- Payment assistance including extensions or deferred payment plans if eligible.
- Transferring credit balances, off services balances, unclaimed amounts, misapplied payments and refunds.

Sales/Enrolment - Assists customers that would like to:

- Set up a new service.
- Transfer service from one location to another.
- Switch back.
- Discontinue service.
- Discuss rate plans that better fit their needs.
- Receive notification about power outages.

Growth Market - This queue handles customer inquiries from "growth areas." Calls involve:

- Enrolling for new service.
- Switching back.
- Request to discontinue service.
- Billing inquiries.
- Service requests.
- Payment arrangements.
- Bill assistance.

Offline Services - Offline Services are divided into groups:

ECARE

Handles email transactions that are processed from online customer inquiries and requests. It also handles online enrolments submitted by the customer or by the client's third party vendors.

Legacy Rejects

Handles all offline work such as "unexecutables" or "unworked" orders. This would include customers not receiving their bill, cancelled orders and city inspection requirements.

Revenue Management (back-office)

- Looks for ways to address unique billing issues including exceptions that demand a high level of analysis in order to be released for billing. Timeframes of up to 72 hours can apply to resolve cases.

Program highlights

Did you know?

One of the program's billing agents, Ronald Manga, was International Customer Management Institute's (ICMI) Agent of the Year, beating 200 agents from around the world?

Accountable to metrics

- Continued performance in Sales Results tied to successful sales incentive programs for agents.
- Continuous upward Agent Satisfaction results (customer satisfaction with agent handling the call) while facing call volume increases by as much as 80%.
- Track record of stable First Call Resolutions (FCR) scores even with increasing call volumes.
- Continued Quality Assurance success over other outsourced providers.

Best practices

- Processes for escalation, case management and call resolution were pioneered by TELUS International and then rolled out to the client's other outsourced sites.
- Continuous improvement in agent performance using rigorous QA processes were adapted at the client's other sites.
- Training modules were developed by TELUS International and then rolled out to the client's other sites.
- Roll-out of the new CRM tool was completed on schedule.

Preferred partner

- The customer service partnership with TELUS International extends back over 8 years.
- Only vendor selected to handle the Revenue Management back-office queue to enhance revenue and address unique billing issues.

About TELUS International
TELUS International is the global arm of TELUS Communications, a \$9.6 billion (CDN), full service telecommunications provider. TELUS International delivers world-class contact center, IT and business process outsourcing solutions to some of the world's largest and most respected corporations. Our fully connected, multi-site, multi-language solutions are delivered from the best locations throughout North America, Latin America and Asia.

Partnering for the New Energy Economy



By partnering with TELUS International, utilities can focus on their expertise of delivering power, while we take care of customer service and engagement. For the utility market, our solutions can:

- Enable more proactive and transparent customer communications including outage notifications, customer education around rate plans, early-stage collections assistance to improve revenue assurance, and more.
- Make the utility more approachable and ready to engage by expanding hours of service (even 24/7), offering multiple languages (English, Spanish, French), and providing multiple communications channels (voice, email, web, chat).
- Enhance the ability to get programs and services to market faster by launching new queues without huge capital investments or hiring campaigns.
- Deliver a focused approach to managing key metrics including Customer Satisfaction, Sales Targets and more.
- Leverage the use of best practices for customer service and engagement.

Connect with us today for your global outsourcing solutions.

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