

Strategic, cost-effective
contact center solutions for
energy and utilities.



TELUS International

World-class innovation in contact center,
IT and business process outsourcing solutions.

 **TELUS**
the future is friendly®

Reduce costs, transform customer support

Energy and utility producers and retailers face a radically changing world with demand-side management, energy conservation, and green and environmental priorities. Smart grid and smart meters are changing the business of delivering utilities and redefining the customer-utility relationship. TELUS International can help with contact center and business process outsourcing solutions that control costs while maximizing the customer experience.

The outsourcing advantage

With the need to control costs while managing the changing nature of the customer-utility relationship, companies must find cost-effective ways to provide professional, multi-channel, multi-language support that maximizes the customer experience. Acting as an extension of your business, and most importantly, your brand, TELUS International can:

- Transform your English, Spanish and/or French customer support
- Control costs with a predictable monthly charge while growing your business
- Provide access to a global pool of agents with energy and utilities experience
- Address legacy CRM technology issues
- Provide operational efficiency with flexible staffing and best practices
- Improve customer responsiveness, reach and retention
- Ensure security and privacy in every customer interaction

When one of the largest energy providers in the United States needed highly engaged, professional contact center agents to provide customer care, sales and back-office support to its electric and gas customers, they turned to the TELUS International group of companies (TELUS International). As the global arm of a multi-billion dollar, 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.

What began as a 10-seat pilot in 2002 has grown to 1,350 agents handling over 720,000 English and Spanish customer service calls and emails per month as well as 160,000 back-office transactions per month across three geographical locations. TELUS International now handles multiple queues for this client ranging from simple customer care to complex back-office programs focused on revenue management and "meter to cash" initiatives.

Partnering with TELUS International

Partnering with TELUS International promises more than an outsourcing arrangement. When working with TELUS, you gain access to a high quality, lower cost, customer-centric solution – all backed by a multi-billion dollar telecommunications company. Business benefits include:

Reduce costs and alleviate resources. Depending on your business model, our outsourcing solutions can reduce your contact center costs by 30-50%.

We have access to world-class contact center infrastructure and a global pool of quality agents with energy and utilities experience – all at lower cost.

Excel in Spanish language support. For multi-language programs with a strong customer experience focus, TELUS International offers access to the best bilingual English and Spanish speaking agents.

Integrate the latest technologies. Address your legacy technology issues by integrating the latest contact center technologies. Our solutions enable real-time voice, email and chat conversations while managing call volumes. End-users have more efficiency in their interactions, reaching the right people, right away.

Enhance revenue management. Our back-office programs focus on enhancing "meter to cash" initiatives and reducing bad debt. Our agents have experience analyzing billing exceptions, working cancelled orders, dealing with city inspection requirements and contacting accounts for collection purposes.

Out-benchmark your competitors. With TELUS International, your outsourced programs adhere to strict, accountable service level agreements. Using performance metrics, we ensure that our programs exceed your benchmarking standards and become a source of best practices for your business. Our Six Sigma process improvement team is available to further streamline your operations and metrics.

Gain expert insight. We have some of the world's most experienced contact center veterans running daily operations. Our executives are based where operations are located; they are heavily involved in our clients' operations and are readily available during your peak business hours.

Protect your brand. We protect your brand by preserving the level of service your customers expect. With friendly, efficient service, we engage your customers to provide the support they need. Using performance metrics, we ensure that our agents meet your service standards.

Enable flexible program delivery. With onshore, nearshore and offshore capabilities, we can create a program consisting of the most qualified and cost-effective resources to handle your call volume needs in the languages you require.

Focus on your business. Teaming with TELUS International enables you to focus on your strategic business issues, confident that our experts are handling your contact center needs. Instead of your organization having to purchase, maintain and support complex contact center systems, TELUS provides these for a predictable monthly charge.

Expert, full-service support

TELUS International has a wealth of experience building global outsourcing programs to support the energy and utilities markets. We provide top-notch solutions throughout the customer lifecycle – from acquisition and sales, through customer care and retention. Our services include:

Customer care. Delivered via voice, email and chat channels, our award-winning customer care results in exceptional performance metrics. Services include:

- Billing inquiries and discrepancies
- Time-of-use (TOU) billing support
- Payment assistance
- Product information
- Service order inquiries
- Service transfers and switchbacks
- Enrolments
- Outage notifications

Revenue generation programs. We handle millions of customer interactions each year – contributing directly to our clients' revenue streams. Services include:

- Pre-sales chat programs
- Customer acquisition programs
- Onboarding/welcome programs
- Customer retention programs

- Win-back and loyalty programs
- Inbound and outbound sales
- Cross-sell and up-sell opportunities

Back-office. We provide many off-phone activities designed to help clients streamline their customer administration needs and enhance revenue. Services include:

- Order processing
- Account maintenance
- Collections
- Fraud investigations
- Pattern analysis
- Program analysis

Information provisioning. With increased energy demands, companies need to ensure active participation from the public in conservation efforts. Our agents can undertake inbound and outbound information provisioning programs to position your company on the leading edge of "green" solutions. Whether it's conducting an outbound awareness campaign around smart meters and time-of-use (TOU) incentives, or providing inbound information lines or web chat promoting the benefits of energy alternatives, our agents can represent your company and brand in the most professional, knowledgeable manner.

Complementary solutions

Your outsourced contact center programs can be part of a larger customized energy sector solution. TELUS delivers a range of solutions to energy and utility producers and retailers including NERC Security Consulting, IP video solutions, field worker productivity solutions, managed IT services, and smart metering infrastructure support. Our solutions support the reliability of power systems, improve operational efficiencies and ensure the safety and security of people and assets.

Streamline your business

By following Six Sigma practices, our objective is to meet and exceed our clients' specific service level requirements. Our Six Sigma team champions business process improvements, seeking to enhance key metrics and cascade best practices across programs. Several of our projects have directly contributed to enhanced metrics and cost efficiencies for our clients. From improving Customer Satisfaction (CSAT) Scores and Average Handle Times (AHT) to analyzing business processes for operational efficiency, our Six Sigma team is available to you.

Global delivery, local expertise

Our global contact center and business process outsourcing solutions are based in the most strategic destinations to support and grow your business:

North America. Take advantage of skilled labor in the U.S. and Canada fluent in English, Spanish and/or French. Our U.S. center in Nevada offers bilingual English and Spanish speaking agents dedicated to superior customer service.

Central America. Access the best bilingual Spanish and English agent talent pool in Central America. With sites throughout Guatemala, El Salvador and Panama, we offer our clients the most attractive locations for labor pool quality, availability and growth.

Asia. Long considered the most westernized of Asian countries, the Philippines has embraced many aspects of western living including the widespread use of American-style English. Our agents are proficient in English communications and deliver exceptional customer service programs.

Getting started with TELUS International

In the outsourcing business, one size does not fit all. That's why we take the time to understand your business and tailor a solution that meets your unique requirements. We guide you through a comprehensive assessment that leaves you comfortably in the driver's seat. You determine how you want your program to run and how to measure success. Using this open, flexible approach, we aim to be the premier outsourcing partner to all of our clients.

CONNECT WITH US TODAY FOR YOUR
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Contact center outsourcing to gain a competitive edge

With increasing energy consumption, an aging workforce, unpredictable margins and a changing regulatory environment, energy companies must find ways to cope effectively while still increasing shareholder value. The focus on cost management has made cost-effective customer contact strategies a growing priority for many energy and utility generators and retailers.

By focusing on exceptional customer interactions, your contact center can provide the ideal opportunity to connect with your customers, communicate value and build the relationship on an ongoing basis.

When one client wanted to explore new opportunities to grow their business, TELUS proposed a value-add program to enhance their revenue streams. Knowing that the first three months of a new customer relationship are critical to developing lifetime customers, TELUS developed a New Customer Onboarding Program to proactively engage new customers. The program offered carefully timed touch-points over a 90 day period with the goal that once the customer made the decision to stay, they would remain committed for the long-term.

Talk to us – discover how TELUS International can deliver a competitive edge to your business.

