



For utility providers, achieving high customer service levels is a strategic initiative as it can often impact the provider's ability to gain approvals for rate increases and investments. And the inherent risks associated with providing gas and electrical services requires that the utility provider do everything within its power to properly automate, monitor and enforce critical policies and procedures.

If these procedures are left to the customer service representative (CSR, or agent) to remember and execute manually, the provider is at significant risk of not meeting regulatory requirements.

Increase customer satisfaction and maintain regulatory standards by reducing desktop complexity and optimizing existing systems

The complex customer service desktop has become a bottleneck to productivity for utility providers, leading to longer handle times, higher operational costs, agent inflexibility, and an increase in error rates. In addition, utility providers are burdened with complex systems and processes that result in cumbersome desktop navigation for the customer service agent, which ultimately hurts customer satisfaction.

In addition, recent advances in technology and service offerings such as smart meters and smart grids are adding additional technology and customer service challenges for utility providers. More self service offerings don't necessarily drive fewer calls to the call center – these new advances will more likely drive more calls. Cost-conscious Jacada solutions simplify the CSR interface and integrate seamlessly with existing systems – and make customer satisfaction a done deal.

Improve Customer Service Levels, Improve the Customer Experience

Jacada implements proven solutions which enable utility providers to dramatically improve the efficiency and effectiveness of their customer service operations by delivering "intelligent" views of customer data, usage, billing and payments. This unified service desktop solution provides a single point of access to all the mission-critical applications and tools required by the CSR to effectively complete each customer interaction and present an optimum customer experience.

Our business analysts and solutions architects bridge the gap between IT and business

Customer Service Challenges Facing Today's Utility Provider

- Smart meter and smart grid projects which increase the integration requirements for current utility systems and the complexity of handling calls in the call center
- Requests for rate increases or expansion which subject to regulation commission approval and dependent on the utility's customer service and satisfaction record
- Legacy customer information systems (CIS) and CRM systems which are misaligned with customer service processes
- Complex multi-year system replacement projects which do not address the complex customer service desktop and provide no additional call handling capabilities
- IT budgets and resources which are often insufficient to buy, rebuild or overhaul the systems, applications and infrastructure to address customer satisfaction issues



requirements, integrating award-winning, non-invasive, fast-time-to-ROI solutions which deliver an improved customer service experience and reduced operating expenses through more automated and efficient customer interactions.

IT Re-Enablement to Improve Customer Service

Utility providers rely heavily on their legacy, “green-screen” customer information system (CIS), which have typically been customized for the particular utility provider but are not at all optimized for today’s customer service requirements. And, because of budgetary issues, utility providers are hesitant to replace these systems, including those such as Accenture Customer 1 and Banner. Additionally, utility providers often look to replace existing legacy systems with Oracle and SAP for Utilities.

These solutions can take years to implement, often failing to address the complexities of the CSR desktop and not always taking into account the outlying applications that must be integrated into the call flows. Jacada addresses these concerns by consolidating mission-critical information from all underlying systems into a single user interface and thereby automating complex processes – without requiring any changes to existing systems.

Our experience includes successful implementation on both the local and regional level with utility providers encumbered with a mix of legacy and windows/web systems. These utility providers were faced with complex customer service processes, but for most, the cost and risk associated with updating or replacing the systems outright was too large an investment.

By becoming an advocate for the customer and learning their requirements, Jacada facilitates implementations that take into account the stringent regulatory service level metrics that must be met to avoid penalties and fines associated with unacceptable customer service. This results in a comprehensive solution

enabling CSRs to more efficiently navigate through a customer service interaction by having any and all essential data right at their fingertips, rather than across a multitude of disparate applications.

The Intelligent Customer Service Desktop

Whether an interaction with a customer involves a billing question, an outage or a need to make a change to their service or account, a unified customer service desktop solution eliminates the need for CSRs to toggle back and forth between systems. Having all customer data within this simplified environment significantly reduces the handle time it takes to serve customers, which increases customer satisfaction.

The Jacada solution simplifies CSR interaction with business-critical CIS systems by automating and optimizing work processes, which ensures compliance via scripting, process flows, and audit and compliance monitoring. Along with an increase in CSR productivity and satisfaction, utility providers gain from reduced training costs and ramp-up time for their CSRs as well as lower turnover rates.

With Jacada, utility providers realize the benefits of harnessing their systems and processes into a single, modern, simplified agent view for each call type in order to more efficiently and effectively satisfy customer inquiries, all while delivering a rapid return on investment.

“We see a significant increase in demand from our large base of customers to provide effective solutions to improve customer service while reducing costs within their call center operations. The Jacada unified desktop solution offers a cost-effective and compelling way to do that. The resulting efficiency and productivity gains not only yield a superior customer experience, but deliver a return on investment in 12 months or less. That is creating real value for our customers and is a top priority for Wipro.”

Paddy Padmanabhan, Energy & Utilities U.S. Head, Wipro

“Why is my gas bill so high?”

Seasonality or “high bill season” faced by utility providers becomes an issue when high bills calls consume a great deal of the utility’s call volume times and CSRs don’t have a quick, efficient process by which to check a customer’s billing and usage trends.

The Jacada solution delivers an intelligent, unified view of the customer’s account history right on the desktop via an automated, call type-specific interface.



800-773-9574 (U.S.)
+44 20 3178 4803 (UK)
+31 878 756 883 (Benelux)
+49 89 5908 2140 (Germany)
+972 (0)9 952-5900 (Middle East)
+46 8 522 278 80 (Nordic)

www.jacada.com

*Jacada is a registered trademark of Jacada Inc. All other trademarks are the property of their respective owners.
doc. # 25.101.0110 RevB*