



Jacada® WorkSpace provided an intelligent view of customer data and automated critical processes, resulting in reduced handle times and improved customer service.



## Turning Up the Flame for Improved Customer Service: Agent Interaction Process Improvement

*“Jacada predicted a reduction of 20 percent in average call handle time. The result was closer to 30 percent, including the virtual elimination of calls placed on hold.”*

*“Navigation of forms, windows and screens was cut by almost 60%, as were the number of mouse clicks required for the average call.”*

This regional utility provider prides itself on superlative customer service for its half a million customers. Deregulation in the natural gas market meant that consumers could choose their natural gas provider at will. Because of this, the utility company recognized that providing top-notch, “always-on” services along with a competitive pricing model was essential to securing a loyal, satisfied customer base.

### The Problem

The overall operational efficiency in the contact center of this natural gas marketer was less than desired. While the customer care and billing operations reflected a satisfactory approval rating, the company knew that they could do better in terms of their complex call processes and extended call handle times.

Customer services representatives (CSRs) for the utility provider needed an intelligent, unified view of customer data in order to improve efficiency scores. Because of the legacy CIS system in place – a system which is too valuable and expensive to replace outright – CSRs had to navigate through a complex series of screens and keystrokes in order to process customer calls. Oftentimes, customers were forced to spend long periods on hold while the CSR retrieved all the pertinent information.

### The Industry

Utilities

### The Customer

Regional natural gas provider with more than 250 agents in multiple call centers

### The Solution

- Jacada® WorkSpace
- Jacada® Fusion
- Jacada Professional Services

### The Project

- Automate complex call processes and provide automated call disposition
- Reduce number of screens that agents must navigate to answer calls
- Provide a unified view of the customer
- Eliminate redundant data entry
- Allow agents to notate the account while on the call
- Reduce Average Handle Time (AHT) by 20%



Even with well-trained CSRs, the process was arduous. In addition, once the call had ended, the CSR had to manually notate the call and complete the post-call disposition.

## The Solution

The Jacada® WorkSpace unified service desktop solution was the answer. As a leading provider of unified service desktop and process optimization solutions for customer service operations, Jacada was selected to design and deploy the agent-based solution. Jacada WorkSpace, combined with Jacada® Fusion, allowed for automated processes, which were aligned with how the company's CSRs conducted contact center business, not how the legacy CIS application was designed. In addition, Jacada WorkSpace can be quickly adapted as changes occur in business processes, applications or call types.

## The Results

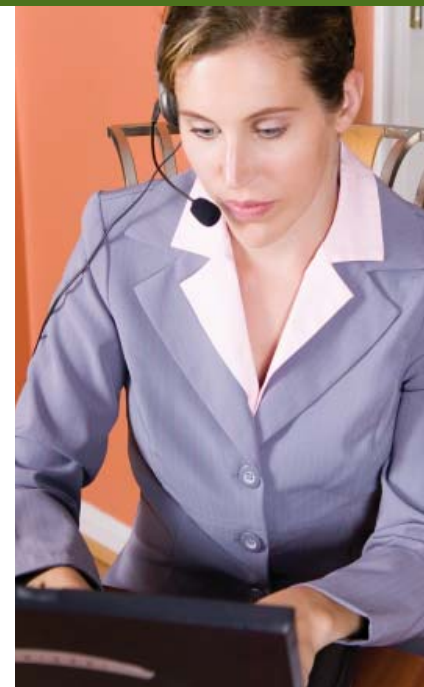
Because of these factors, Jacada confidently went into the implementation predicting a reduction of 20 percent in average call handle time. The result was closer to 30 percent, including the virtual elimination of calls placed on hold. Using the Jacada WorkSpace unified desktop solution, CSRs have reduced their average handle times by more than 40 seconds.

Navigation of forms, windows and screens was cut by almost 60%, as were the number of mouse clicks required for the average call.

Jacada WorkSpace succeeded in consolidating the CSR desktop, providing a single-login interface to billing information, customer history, pricing plans and other administrative call tools. Dynamic call scripting was also integrated into the desktop and the call process. And, the CSR now takes notes during the call, rather than having to spend time performing this task after each call. Many call disposition functions have been automated.

Jacada invokes a rigorous assessment process that helps customers uncover process inefficiencies and identify key call types and flows that represent tremendous opportunities for efficiency and effectiveness gains. Our experience serving other utility customers provided Jacada with the necessary expertise to recognize the most cost-effective and quick time-to-market approach for delivering value to this company.

The Jacada unified service desktop and process optimization solution has helped this utility provider solidify its place as a regional leader in natural gas distribution, turning up the flame on its market share by leveraging a hot customer service solution.



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