

PREDICTIVE MONITORING AND RAPID REPORTS *Increase Customer Satisfaction*

Experienced business leaders understand that high customer satisfaction scores have a direct impact on the bottom line. Utility companies' customer satisfaction levels have different business impacts than nonregulated industries. Customer satisfaction levels directly impact their regulatory strategies and help prioritize their system investments.

According to an article in *Energy Business Review*, numerous empirical studies confirm the link between customer satisfaction and financial performance. An interesting side note to this study is the impact of employee satisfaction relative to customer satisfaction levels. This appropriately places a large responsibility on those managing customer service operation centers – be they local, regional, or global.

Challenge

Research showed a leading utility company that outsourcing its customer service and transaction center would reduce overall operation costs. The outsourcing challenge for the customer service team was how to enhance its customer-centric approach while achieving or exceeding corporate benchmarks for customer satisfaction.

Solution

To minimize the learning curve and maximize customer satisfaction, the utility company partnered with Thoroughbred Research Group to create a predictive monitoring and rapid report communication system. The innovative predictive monitoring was based on a new design model that allowed the client to track customer service and transaction satisfaction before, during, and after the transition to the outsourced service center.

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Metrics were developed to clearly identify areas of needed improvement while providing success indicators when the new center performed above previous levels. Real-time communication was achieved via a secure Web portal that provided immediate feedback, outlined low satisfaction situations, and raised “red flag” issues.

Outcome

Armed with precise customer service and transaction satisfaction metrics, the utility could easily monitor service levels by transaction type and location. On-site and off-site managers were able to access the tracking data and develop specific strategies for increasing customer satisfaction across all transaction types.

Compensation to the outsourced customer service center is now directly linked to customer satisfaction levels achieved. The research enabled the utility to reduce operating costs while increasing overall satisfaction levels.

Conclusion

The savings realized from outsourcing customer service and transaction centers may not be apparent without reliable data to monitor performance in real time. It's not until customer satisfaction numbers drop that customer service managers are even aware of a service issue. With predictive monitoring and rapid report communication, organizations can now realize the cost savings of outsourcing while positively impacting the bottom line with higher customer satisfaction levels.

