

CASE STUDY

ELECTRICITY SUPPLY BOARD

“Fujitsu provided us with a robust solution that reduced call waiting times in our customer contact centers, which ultimately improves customer satisfaction”

Ashling Brophy, IT Operations Manager, ESB Customer Supply



Customer's Challenge

The Electricity Supply Board (ESB) is market leader in the energy utility sector in Ireland. The ESB was founded in 1927 and is 95% owned by the Irish Government, the remaining shares are owned by ESB employees. The ESB is a vertically integrated utility and it includes a number of divisions, which operate independently in the Irish electricity market. These include ESB Power generation, ESB Customer Supply and ESB Networks.

In February 2005 a new bill came into being which decreed that all electricity consumers in Ireland should be free to choose their own electricity supplier. ESB were aware that these changes in the market would result in an immediate increase in the number of calls to their customer contact centres for a number of reasons including changes to customer account numbers and meter readings.

To prepare for this the ESB decided it needed to improve the performance of all its customer contact centres, by decreasing the call waiting times for customers. ESB wanted to do this without increasing cost. So they went to tender to find a solution that could do just this.

Fujitsu Solution

The ESB decided Fujitsu's Interactive Voice Recognition (IVR) solution from InterVoice™ would be implemented at its Cork and Dublin Customer Contact Centres and would improve customer service and reduce waiting times without any extra resourcing requirements.

The Fujitsu IVR solution:

- Handles 600 concurrent calls divided equally between its Dublin and Cork contact centres. This allows the workload to be spread evenly ensuring good productivity whilst improving customer service.
- Enables high-availability even if Dublin data centre becomes unavailable
- Integrates seamlessly with mission critical systems such as SAP meter reading, SAP Billing systems, Operations Management System and Automatic Call Distribution Systems.
- Supports business separation for ESB in the new deregulated energy market.
- Offer performance management reporting enabling ESB to drill down to details on individual calls. This allows for analysis of the calls coming into the contact centres leading to future improvements in the service.
- Offers outage information messages spoken to callers are dynamically generated by the Operations Management System or the IVR Management Console. This ensures callers have the most up to date information available when they contact the ESB contact centre.

Organisation

Electricity Supply Board (ESB)

Services delivered

Interactive Voice Recognition solution (IVR)

Key Metrics

- Almost 2 million customers use the system
- Over four million calls per year to ESB Customer Supply
- The solution supports up to 600 concurrent calls
- Over 633, 000 laser payments since Aug 2007
- Over 280,000 laser transactions in 2009

Benefits

- The solution integrated with mission critical systems including SAP and Operations Management System and provides automated fault logging without the need for an agent
- The solution offers extensive performance management reporting
- Enables fail-over to Cork within seconds should the Dublin Data Centre become inaccessible or unavailable
- IVR solution improves customer service, reduced waiting time and all without incurring extra call centre resources.
- IVR Supports business separation for ESB in the new deregulated energy market
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Technically the solution comprises Intervoice™ Edify IVR at the Presentation Layer (Telephony User Interface), .NET at the Integration Layer, Oracle Databases, Windows Management Console for IVR Administration and Business Objects for Performance Management

Benefits to Our Customer

The key benefits to ESB by implementing Fujitsu's IVR solution was meeting its challenge of improving customer service and reducing call waiting times in all of its customer contact centres without increasing costs.

Other benefits ESB received on implementation of the IVR solution:

- Improved quality of information delivered to customers by providing a single point of contact
- Improved productivity by reducing call handling and queue times by automating routine transactions thereby relieving pressure on live Contact Centre agents, freeing them to handle more complex enquiries
- Increased efficiency by intelligently identifying and routing customer calls to the most appropriate Contact Centre team
- Enhanced customer service by providing a set of automated business functions which allow easy and secure access to real-time power outage and customer account information

Our Approach

The Fujitsu implementation approach included the following:

- **Interfaces & Integration:** Fujitsu integrated the IVR with mission critical back-end systems including SAP billing, SAP meter reading, Operations Management System and Automatic Call Distribution Systems;
- **Enhancements:** Fujitsu specified, designed, built, tested and implemented four phases of the project. These were Outage

Information, Account Enquiry, Meter Reading and Market Opening

- **Data Migration:** Fujitsu advised ESB on how to migrate the extensive volume of data from the legacy systems to the new integrated Oracle IVR database and on quality processes to ensure a smooth migration;
- **Programme, Project and Delivery Management:** Fujitsu were responsible for the successful planning, tracking, reporting, resource management, vendor management and completion of the programme. Fujitsu worked to some aggressive timelines as the deadline for the delivery of the solution had to align with ComReg's (Regulator) deadline for Market Opening of the Electricity Market and had to align with ESB's Market Opening IT Project milestones, in effect the countdown to Market Opening.
- **IT Architecture:** Fujitsu designed a highly-available, high functionality architecture that integrated with mission critical systems and delivered high quality post implementation performance.

Our Expertise

Fujitsu has a proven track record in providing innovative and reliable IT services and solutions, incorporating the best and most appropriate technology that creates value for its customers by helping them to realise their business vision and deliver impeccable customer service.

We have also built a reputation for understanding the business requirements of a wide range of different organisations. Fujitsu work in partnership with our customers, and with the providers of the world's leading solutions to ensure a rapid, smooth implementation.

We support these solutions with a deep and thorough understanding of mission critical systems that is based on over Thirty years of working with some of the world's most demanding organisations.