



Green Mountain Energy

Selects Next Generation Voice
Solution and Increases Automation

AN ENGHOUSE INTERACTIVE CASE STUDY

Overview

INDUSTRY

Utility

CUSTOMER PROFILE

Green Mountain Energy, based in Austin, Texas, is the nation's leading provider of cleaner energy products and carbon offset solutions, offering residential, business, institutional and governmental customers an easy way to purchase cleaner, affordable electricity products, as well as the opportunity to offset their carbon footprint

SOLUTIONS

Syntellec Communications Portal Syntellec Studio

BENEFITS

- Rapid application development capabilities that ensure time-to-market advantages
- Powerful management utilities that significantly reduce the time & cost of administrating large-scale installations
- An embedded VoiceXML browser
- Tight integration with best-in-class telephony & speech products (Intel, Nuance, etc...)
- The ability to snap right into diverse telephony, data, Web services & back office environments
- A clear & easy migration path to emerging standards & new technologies (speech, VoiceXML, host media processing, VoIP, SS7, SALT, & Web services, among others)
- Outstanding price/performance & ROI

Challenges

Green Mountain participates in the U.S. Environmental Protection Agency's (EPA's) "Climate Leaders Program," – a voluntary industry-government partnership that encourages companies to develop long term comprehensive climate change strategies and greenhouse gas emissions reduction goals. Green Mountain has a goal to offset 100 percent of its corporate emissions with green power purchases through 2011.

The company prides itself on delivering outstanding service to all of their customers; however, its legacy IVR system was difficult to use and drove callers to request agent assistance, even for routine transactions. Green Mountain soon discovered that the application's voice user interface was the problem. It required customers to enter too many data points to look up their account information, and, more often than not, the speech recognition software was not able to understand what the callers were saying. As a result, customers were forced to request agent assistance. This not only frustrated callers, but also placed a heavy burden on Green Mountain's contact center.

"After reviewing available voice technologies, we knew that we wanted an open, standards-based solution to give us greater flexibility in the future."

Heidi Schrab, Director of Operations
GREEN MOUNTAIN ENERGY



Heidi Schrab, director of operations for Green Mountain, contacted the company's existing IVR vendor and requested changes to the application. Given its proprietary framework and lack of rapid development capabilities, she learned that it would be an expensive and cumbersome undertaking. After evaluating several vendors, Green Mountain chose to work with Syntellect for the software, services and solutions needed to revamp its customer service infrastructure. The new IVR system was built on the Syntellect Communications Portal (SCP).

“We realized that it would be more cost-effective for us to outsource the development and associated management tasks to gain the expertise that we needed.”



Heidi Schrab, Director of Operations
GREEN MOUNTAIN ENERGY

Solution

Green Mountain worked with the Syntellect Professional Services Group to streamline the voice user interface for its Bill Pay application and to make it easier to use. The new IVR solution uses call data, specifically automatic number identification, to pre-identify callers by looking for a phone number match in the customer database. If one is found, the caller is asked one.

Results

The net result of the project is a Bill Pay IVR solution that completes twice as many payment transactions as the old system. The solution now handles about 150,000 IVR minutes per month, improving service and enabling Green Mountain to collect payments faster. Because the new solution off-loaded calls from agents, Green Mountain's contact center operates more productively with shorter wait times and better utilization of agents' skills. The payback period on the Syntellect solution was less than nine months.

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Enghouse Interactive is the union of products and expertise from leading solution providers including: Arc Solutions, CosmoCom, Datapulse, Syntellect, Telrex, and Trio. Now a single, global organization, Enghouse Interactive delivers flexible and scalable solutions that will meet a company's communications needs across their organization, including: global communications management, contact center solutions, attendant consoles, IVR or self-service solutions and call recording and quality management tools.



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