

K-Electric making a contact center transformation shine

K-Electric emerges as standout customer experience transformer



Customer: K-Electric
Industry: Energy
Location: Pakistan
Company size: 11,000 employees and 110 agents

Challenges:

- Make optimum use of consumer care teams
- Track and periodically improve customer satisfaction

Solutions:

- Customer Engagement
- Employee Engagement
- Business Optimization

Illuminating the path to service improvement

K-Electric powers Karachi and used to be known as the City of Lights. The only vertically integrated energy company in Pakistan, K-Electric serves more than 2.5 million customers and has invested heavily in modernizing their infrastructure to deliver safer, more affordable power to a rising population.

K-Electric also runs one of the country's largest contact centers. Achieving an omnichannel experience across multiple customer touchpoints, such as their website, 29 integrated business centers, text and chat services, as well as mobile engineers, is a key focus for innovation.

"Demand peaks during bad weather, and it's vital our care teams can instantly respond and resolve issues," said Hasham Khan Sherwani, General Manager, Customer Service at K-Electric. "Limited systems and multiple vendors made this tough. For example, it was hard to add agents and quickly adapt IVR scripts."

To minimize the risk to their contact center transformation, K-Electric chose an end-to-end suite of interconnected customer and **employee engagement** as well as business optimization solutions from Genesys.

"We were being held back from growing our digital channels and improving insight with real-time reporting, but Genesys offered a solution that ticked every box," said Sherwani. "The team was very supportive during and after deployment."

“Making sure our agents have all the customer information at their fingertips has cut average handling time by 13% and increased first call resolution by 21%.”

Hasham Khan Sherwani
General Manager, Customer Service
K-Electric

Automating and analyzing customer care

Drawing on the expertise of implementation partner Teradata, K-Electric successfully integrated the Genesys platform with their SAP customer relation and billing management—a first for the utility sector in Pakistan.

The move enabled two unique automated services. The first manages Net Promoter Score; it fetches data from SAP and initiates an outbound call to gauge customer satisfaction. Customers are asked a series of questions, and their responses are stored in a database and analyzed through customized reports. The second acts as an auto-rectifier. **IVR-driven outbound** calls to customers confirm that complaints have been resolved satisfactorily. When that doesn't happen, the case is reopened on the SAP system.

Satisfying self-service and social engagements

With one unified desktop to manage all channels, customer service teams work more efficiently and no longer need to switch between screens. They're more responsive with 87% of contacts answered within 20 seconds. Customers are served faster and enjoy a more satisfying experience.

“Making sure our agents have all the customer information at their fingertips has cut average handling time by 13% and increased first call resolution by 21%,” said Sherwani. “It's also much easier to log and respond to complaints.”

Now more customers choose self-service and new queue-busting services, such as the option of a callback, then they had previously. “Smart IVR customizes menus according to each customer's history, so they don't have to listen to repeated messages,” said Sherwani. The Genesys platform has enabled K-Electric to double call-handling capacity. Outbound campaigns are more effective too—automated dialing makes better use of time and resources.

Digital channels also contribute to improvements. The K-Electric website offers access to services, such as an energy-conservation calculator, complaint handling and e-billing registration. A dedicated K-Electric care team provides 24/7 responses to social media posts. They also keep customers updated on power-related developments across the city, while helping to grow awareness of sustainable energy best practices and enabling instant reporting of safety hazards.

“Our partnership with Genesys will make K-Electric a standout, world-class power utility. It will allow us to constantly challenge ourselves to meet ever-changing customer expectations.”

Hasham Khan Sherwani, General Manager, Customer Service, K-Electric

Mapping customer journeys across all channels

Advanced analytical and reporting tools, with automated KPI scoring and evaluation, improved customer prioritization and quality management. These new insights enable customer journey mapping, giving K-Electric a holistic view of interactions across all channels. Additionally, the ability to accurately track individual performance enabled the company to introduce a staff reward program.

Because of such initiatives, K-Electric has become the first-ever distributor in Pakistan to achieve ISO 9001-2008 certification for their Integrated Business Centers.

“Unbeatable service comes down to an innovative, research-driven ethos, coupled with the best technology,” said Sherwani. “Our partnership with Genesys will make K-Electric a standout, world-class power utility. It will allow us to constantly challenge ourselves to meet ever-changing customer expectations.”

To learn more about the solutions featured in this case study, go to www.genesys.com.

RESULTS

87% of contacts

answered within 20 seconds

13% reduction

in average handling time

21% increase

in first call resolution

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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