

Greater Cincinnati Water Works

Oldest municipally owned and operated water utility in the state of Ohio discovers a unified platform to be an efficient engine for the utility's service bureau business expansion



Results

- Experienced a 14% increase in customer calls answered in 35 seconds or less
- Decreased abandoned calls by 55%
- 40.8% increase in the average speed of answer

The Organization

Greater Cincinnati Water Works (GCWW) is the oldest municipally owned and operated water utility in the state of Ohio. The water utility provides about 133 million gallons of water a day through 3,000 miles of water mains to most of Hamilton County, parts of Butler, Warren and Clermont Counties in Ohio, and to Boone County in Kentucky.

- Serves 1.1 million customers and 240,000+ meter connections

Motivation for Change

GCWW's mission is to provide customers within its regional communities a plentiful supply of the highest quality water and exceptional customer service. Because many of the hardware systems in the organization which were more than 10 years old were siloed, stand-alone systems, the company was experiencing a lack of stability and reliability with its contact center technology. These hardware systems were proving to be unreliable as they frequently broke down and were left abandoned in company storage rooms. The machines were out of warranty and without upgrades, leaving GCWW virus-prone without the flexibility they needed for support and unable to add new features. Even small changes required costly modifications to fix.

As GCWW prepared to move forward with business expansion plans its management team recognized that the utility's current but dated and unscalable contact center technology lacked long-term dependability and would not be able to support expansion goals. GCWW sought a more robust system with greater self-service capabilities for its Interactive Voice Response (IVR) phone system that would integrate with an advanced workforce management solution.

The Desired Solution

GCWW recognized the need for a comprehensive, unified solution that integrated all contact center components: interaction management, workforce management, performance management, quality management and specific requirements regarding quality, training, survey, process improvements to provide superior customer service across all areas of customer connectivity. In addition, GCWW needed a solution with efficient technology and productive operations management. Visibility to performance management metrics and the ability for a smooth transition for cross-over business units were also a must-have for GCWW.



Why Aspect

Based on identified needs, GCWW evaluated Aspect, Avaya, Cisco and Interactive Intelligence. They ultimately selected Aspect's Unified IP because of its ability to fully integrate the call center with workforce optimization.

In addition, GCWW selected Aspect because of its ability to support GCWW's contact center operations with around-the-clock support services. Aspect's 24x7x365 follow-the-sun availability, remote capabilities and geographically-deployed field engineers drive timely resolution across a full range of system issues and customer preferences. This gave GCWW confidence that the Aspect support team would keep their system running at peak performance, leaving GCWW free to focus on their business priorities.

The Results

Aspect's unified contact center solution has made it easy for GCWW to integrate new business units with minimal effort. With the capacity for 110 agents, GCWW has increased its unified solution by adding two other lines of business in Lexington, Kentucky and Alexandria, Virginia. The initial deployment at GCWW paved the way for all of their other expansions. Even as GCWW adds new business units, they are still able to appear as a local utility to customers in different area codes on monthly statements as the unified solution allows the flexibility of remote agent access.

After migrating from legacy technologies to Aspect® Unified IP®, GCWW began to realize the full benefits of a VoIP solution including greater infrastructure flexibility, scalability and reduced costs through the ability to integrate systems. One of the first features of the new Aspect technologies that GCWW took advantage of was the ability to integrate its customer contact center with its IBM CICS, a CRM program that enables online transaction processing.

The self-service features through the IVR have been a key driver in end-customer satisfaction. The self-service menu options have been cut from nine to three and overall customer satisfaction has increased in the post-call survey. Customers have also been pleased with the virtual queue system that, during long wait times, allows customers to receive callbacks at more convenient times. Some other noticeable results include a 14% increase in calls answered in 35 seconds or less, a 55% decrease in abandoned calls, and a 40% increase in the average answer speed.

Through the efficiency gained since the deployment, GCWW has been able to significantly increase the number of accounts and the amount of calls they handle. With the Unified IP platform, agents are now able to perform 'dual agent' tasks and route calls much easier. The utility uses outbound blaster campaigns for payment reminders and provides customers with a self-service pay option which has increased early stage collections and preserved live agents where their skills and expertise are required for later stage debt collection.

Aspect's Unified IP provides GCWW a framework, dependability and flexibility for solution expansion. The company is actively engaged in service bureau business expansion and the deployment of Aspect's Workforce Management solution will give them a fully-integrated front and back office solution promising even greater productivity and efficiency.

Corporate Headquarters East

300 Apollo Drive
Chelmsford, MA 01824
978 250 7900 office
978 244 7410 fax

Corporate Headquarters West

2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
602 282 1500 office
602 956 2294 fax

Europe & Africa Headquarters

2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters

8 Cross Street
25-01/02 PWC Building
Singapore 048424
+(65) 6590 0388 office
+(65) 6324 1003 fax

About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit www.aspect.com.

