



Speech Analytics Solutions for Energy & Utility Companies

Although energy market regulation in the US varies from state to state, all energy and utility companies face the same pressure to provide top notch customer service and reliable information to their consumers regardless of whether they are in a competitive or monopoly market. Providers must make sure that their front-line agents are providing effective, efficient quality service to keep customers happy throughout the full life cycle of their consumer relationship.

Many companies are turning to omnichannel interaction analytics (speech, text, email, web) to improve the overall customer experience across all types of customer communication channels. Aspect® Engagement Analytics™ provides a platform for improving contact center efficiency and agent performance, as well as satisfying customers and regulators, all while simultaneously increasing revenue.

Deliver Exceptional Customer Experience

In both regulated and deregulated markets, US energy and utility companies are expected to deliver around-the-clock customer service that is knowledgeable and helpful. Customers are rarely walking into their provider's brick and mortar location, so expectations are high for call center agents to efficiently answer questions and solve account issues.

To ensure great experiences throughout the entire customer journey, it becomes critical that contact centers meet expectations during every interaction. If your organization is relying on a small number of randomly monitored calls for agent quality assurance and customer sentiment purposes, you are getting a far from accurate picture of agent performance and the attitude of your customers toward your programs and services.

Aspect® Engagement Analytics™ automatically monitors, analyzes and scores 100% of interactions – whether they are calls, chats, email, or social media. It reveals insights from customers as well as agent behaviors that impact business outcomes. No longer will you need to rely on call sampling at low percentage levels to assess customer service agent competencies and unlock insights into your customer interactions.

Aspect Engagement Analytics Lets Energy and Utility Companies:

- Automate the quality assurance process across 100% of your customer interactions
- Learn key facts relating to services, processes, or policies that drive negative or positive experiences
- Track customer sentiment and identify those at risk so that proactive steps can be taken to retain them
- Discover emerging trends regarding reoccurring issues and resolve them before they become problems
- Identify types of calls, groups or individuals that handle calls resulting in the highest and lowest satisfaction ratings so that agents with poor outcomes can be coached to use approaches and language of high performers
- Identify those agents and behaviors with the unique ability to turn-around negative customer experiences
- Identify customer churn risk and competitor product and service mentions

Reduce Operational Costs

Providing customer support services is a costly endeavor, from keeping call times under control to serving them quickly and efficiently. Using Aspect Engagement Analytics, companies can:

- Identify and address the root cause of issues that cause long call times or drive repeat contacts
- Discover customer pain points and ensure that agents are trained to resolve or escalate appropriately
- Improve efficiency by identifying areas of confusion about accounts or service
- Provide measures and metrics that align operations to a team, a department, or key performance objectives
- Identify call drivers and deflect call types that are better served through self-service or non-agent assisted channels

Increase Revenue with Payments, Sales, and Recovery

Expediting payments and uncovering opportunities for multiple product sales can make an impact to the bottom line, but only if agents know how (and are incentivized) to make it happen. Effective revenue cycle management can also contribute to increased revenue as agents become more successful at

identifying the best way to achieve successful recovery. By automatically and objectively scoring 100% of interactions, Aspect Engagement Analytics ensures agent procedural compliance and reveals behaviors that lead to dramatic revenue recovery increases.

Engagement Analytics:

- Quickly identify specific factors contributing to negative revenue recovery or sales trends so supervisors and agents can turn them around
- Reveal high performance trends that can be used to raise the performance level of all sales and collections agents

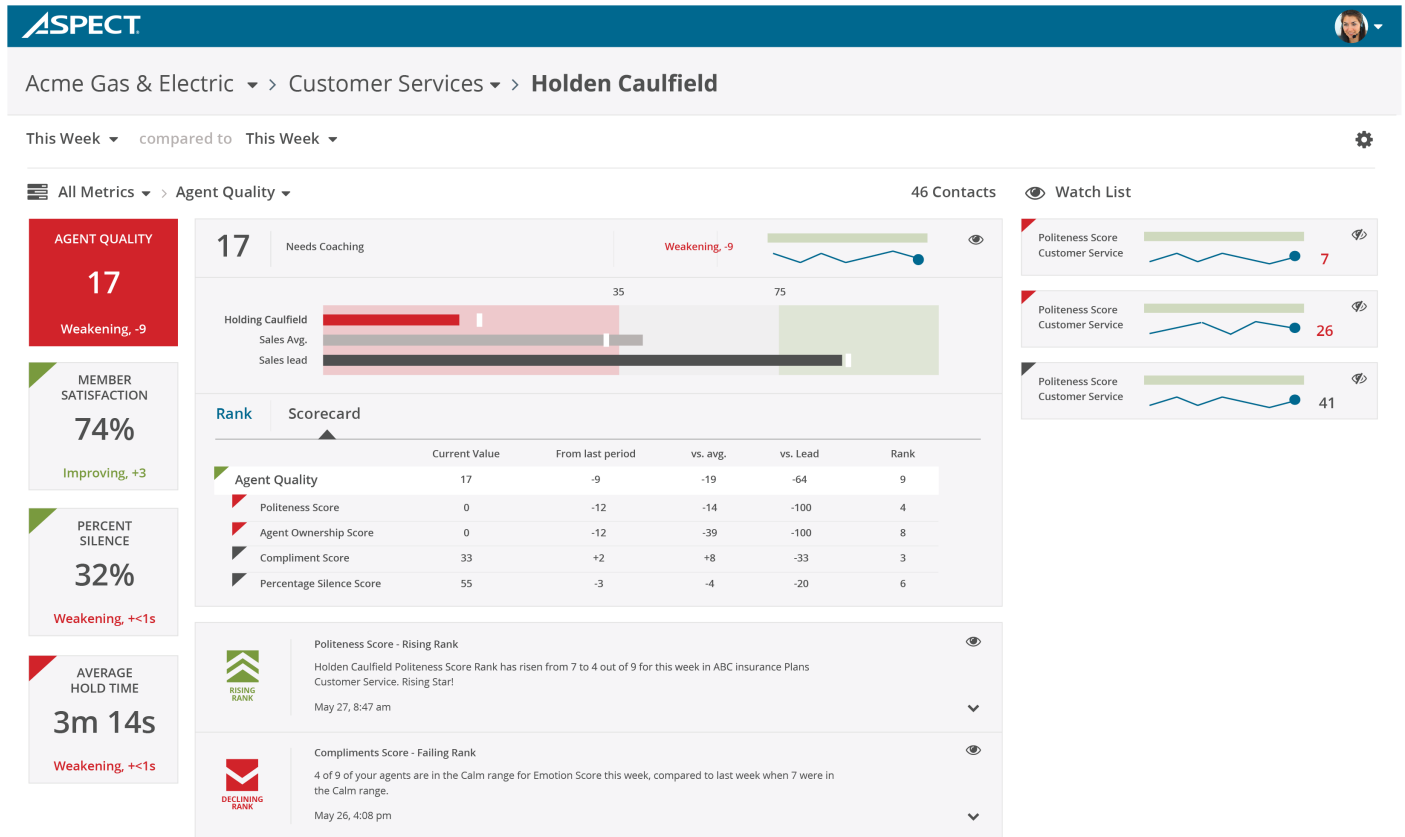
Improve Agent Performance

Agents are on the front line and have an immediate impact on the customer experience, and are also tasked with meeting business objectives. Agent performance is paramount, not only to running a great contact center, but also to retaining and adding customers in an increasingly competitive environment.

Aspect Engagement Analytics introduces a transformative approach to agent performance. It enables contact centers to automatically monitor and score 100% of calls and other contacts (chat, email,

social), and provides immediate, continuous feedback directly to managers, supervisors, and agents. Aspect's unique approach:

- Automates the scoring process for 100% of your agent interactions
- Provides objective and consistent scoring on every contact
- Allows for monitoring of critical compliance disclosures and verifications
- Delivers fast, efficient performance feedback to agents and supervisors
- Aggregates all key metrics and indicators in a single view

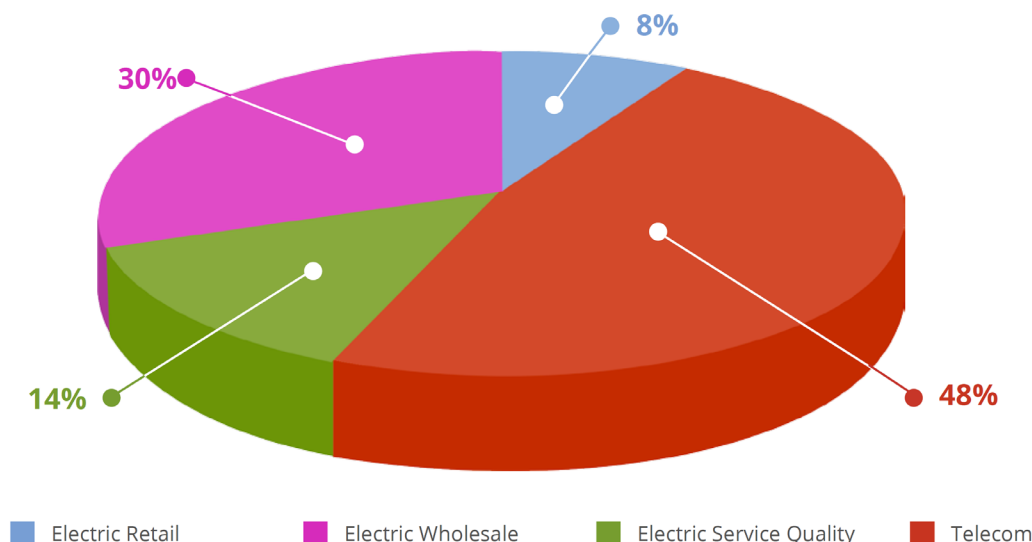


Mitigate Customer Complaint Risk

Public Utility Commissions in each state investigate consumer complaints, both formal and informal, but each state has their own process of making the complaints known. Not every state publishes them, but states such as Texas are moving toward regularly publishing complaint information to the public. This puts utility companies at significant risk for public scrutiny, potential fine exposure and court fees.

Using speech analytics to monitor 100% of agent interactions can help Quality Assurance teams understand the full scope of conversations taking place in their contact center. Automated agent scorecards and category tagging can identify risky customer interactions based on specific language, sentiment, and overall customer journey. This provides an opportunity to correct the behavior, process, or action taken to reduce the chance of additional bad customer experiences leading to complaints.

Percentage of Total Penalties Assessed by Violation Type Texas Fiscal Year 2016



Total penalty fines assessed against Texas utilities in FY 2016. Each violation and penalty was published in a public notice from the Public Utility Commission of Texas.

Support Your Business with Engagement Analytics

In a changing industry landscape, US energy and utility companies need to provide superior support services to maintain their brand and customer loyalty. And they need to do so while meeting regulatory compliance requirements and balancing business performance expectations. Aspect Engagement Analytics unleashes actionable insights that are locked in conversations between contact center agents and customers – whether they happen on calls, chats, email or social media. Take our free Test Drive to find out what you can learn about providing exceptional customer experiences that can improve satisfaction, agent performance, and revenue. Contact us as 888-547-2481.

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About Aspect

Aspect is on a mission to simplify and improve customer engagement. Our enterprise software is used by millions of agents every year and supports billions of consumer interactions around the world. Our best-of-breed contact center and workforce optimization applications help companies keep agents engaged while providing exceptional customer service experiences. Our flexible, highly scalable solutions for self-service and live interaction management and workforce optimization are available on-premises or in any hosted, private or public cloud environment. For more information, visit www.aspect.com. Follow Aspect on Twitter at [@AspectSoftware](https://twitter.com/AspectSoftware). Read our blogs at <http://blogs.aspect.com>.

