HAMMER

EVOLVE YOUR UTILITY CONTACT CENTER WITH HAMMER

A CHANGING LANDSCAPE

Utility companies are faced with numerous challenges in 2023; from changing demands in sustainable energy to increased security requirements and ever-rising costs. The landscape of customer service is particularly impacted by increasing call volumes and the growth of chatbots and other digital channels, a rise in customer churn, and challenges with call center quality in a hybrid work environment.

PAIN POINTS UTILITY COMPANIES FACE

Rising Contact Volumes

Contact volumes are on the rise. While many of these calls can typically be satisfied by a self-service channel, problems with digital channels can often arise, such as difficulty with routing to the right resource and IVR loops. These errors end up sending the calls to an agent instead, costing the contact center valuable time and money.

Increase in Frequency of Network Outages

Rising frequency of network outages puts additional strain on customer service resources that are already spread-thin. This introduces risk towards maintaining service quality and complying with federal regulations (utilities can face heavy fines for giving a busy signal to a caller), as well as losing valuable business. Often, the frequency of these outages can be blamed on aging legacy technology systems that require complicated upgrades, as well as more frequent and severe storms.

Rising Rates of Customer Churn

An increase in dropped calls, poor IVR experience, and customers needing to provide information multiple times can all contribute to increased churn. This results in frustrated customers and overburdened agents, impacting metrics such as **agent call capacity** and **average speed to answer**.

Home-Based and Hybrid Agents are the New Normal

61% of Utility contact center leaders say their agents are either fully remote or hybrid, which can make metrics like **voice quality** difficult to oversee. The hybrid work environment also makes it harder to monitor overall quality of customer support and analyze shortcomings.

Growing Need to Innovate Legacy Systems

Most Utility companies acknowledge the need to upgrade their technology in order to effectively scale their operations to proactively mitigate outage events and maintain or increase metrics such as **calls per second**. Additionally, with multi-vendor solutions becoming the norm, the risks for integration problems between technologies is increasing. These innovations require comprehensive and thorough testing in order to be launched with confidence.

INSIGHTS

We surveyed contact centers in the Utilities sector. Here's what they had to say:

73% say contact volumes are rising beyond their capacity to handle them

64% say the frequency of outages has increased in the last 12 months

70% say that aging on-premises legacy technology systems are holding back their ability to innovate

79% say that customer churn is on the rise

76% say that they have experienced challenges around the voice quality of home-based agents in the last year

49% say they were able to thoroughly test changes in their infrastructure before they went live

AN AUTOMATED SOLUTION

Automated testing simulates hundreds of thousands of calls to a contact center in a way that is not feasible with manual testing. It offers an end-to-end solution, meaning every part of the customer journey is tested – efficiently and cost-effectively.

It can be deployed during development, when new infrastructure or software is introduced, and once both are tested and live. It's equally effective and valuable any time changes are introduced to any part of the customer journey by anyone in the contact center or a third-party vendor.

HOW HAMMER CAN HELP

MINIMIZE THE IMPACT OF UNPLANNED DOWNTIME

Hammer's testing and monitoring solutions allow you to take corrective action before an outage occurs. This can prevent a more significant impact on emergency response capabilities, save valuable time, and allow utility companies to restore services more quickly.

TAKE OWNERSHIP OF THE CUSTOMER EXPERIENCE

In complex, multi-vendor contact center environments, CX problems often lie in the interaction between different vendors' products, and it can be impossible for any one vendor to pinpoint the problem's source. By owning the testing of the end-to-end solution, Utility companies can resolve interoperability issues that cost money and cause outages.

STAY COMPLIANT AND AVOID FINES

Being able to scale at a moment's notice and test the full customer experience, including edge cases, allows contact centers to be confident that they are maintaining compliance with industry regulations and avoid hefty fines.

IDENTIFY AND RESOLVE SERVICE DELIVERY ISSUES

With Hammer's real-time monitoring, load testing, and troubleshooting capabilities, contact centers can more easily identify where improvements must be made to minimize problems before they impact customers.

IMPROVE CX, CSAT, AND REDUCE CHURN

Automated end-to-end testing provides a discrete means to test voice quality and related bandwidth issues, particularly for home-based agents, helping contact center leaders optimize consistency across agents. This consistency leads to higher voice quality, fewer dropped calls, and an overall better customer experience, thus reducing customer churn.

UPGRADE LEGACY TECHNOLOGY SYSTEMS

Avoid downtime, costly fixes, and impacts to CX by thoroughly testing and validating new technology systems before they go live. Monitor real-time contact center performance and make the necessary adjustments to ensure that the system is running at peak efficiency.

TECHNOLOGIES WE TEST

Amazon Connect · CISCO · Five9 · 8x8 · GENESYS · NICE CXone · NUANCE · RingCentral · Mitel · talkdesk

HAMMER FREE CX BENCHMARK ASSESSMENT

Take advantage of a free 7-day baseline assessment. Get detailed insight into the performance of your contact center to identify and fix issues that could lead to non-compliance. Access it here

About Hammer

Hammer, an Infovista business and global leader in network and service testing, performance monitoring, assurance, and analytics, provides customer experience assurance solutions across two market categories: network and service performance monitoring, assurance, and analytics for Communications Service Providers (CSPs), and automated customer experience testing and monitoring for Enterprise Contact Centers. Many of the world's leading CSPs and Enterprises depend on Hammer solutions every day to increase customer experience, service performance & quality and revenues, whilst reducing operational costs and customer churn.

For more information, visit **www.hammer.com**