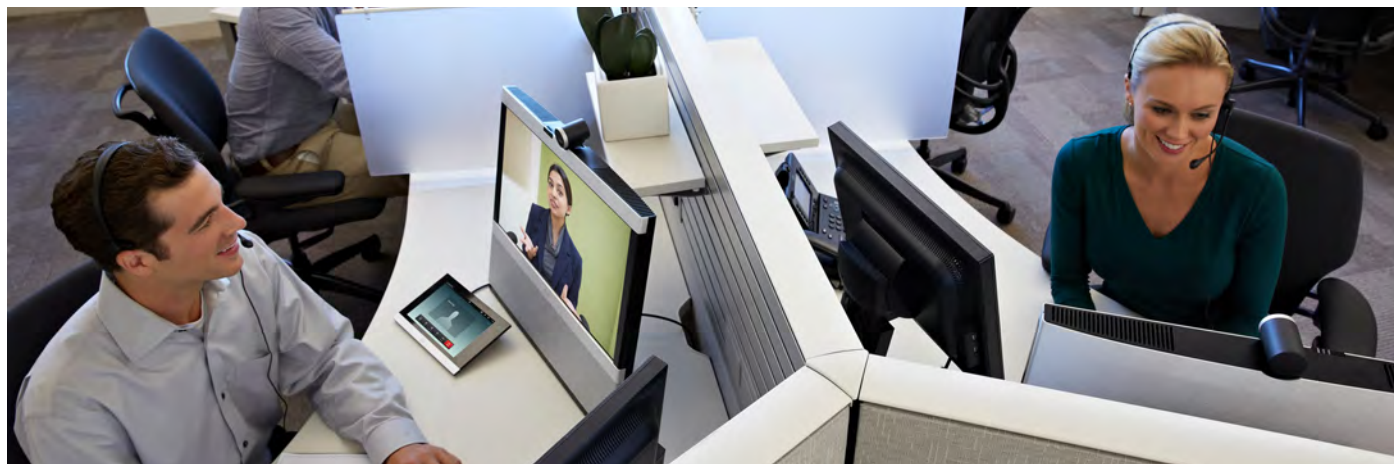


# Energy Supplier gets Competitive Advantage from Superior Customer Experience

Customer Case Study



**RWE transforms its contact centers for measurable enhancements in customer service, staff satisfaction, and agent productivity**

## EXECUTIVE SUMMARY

**Customer Name:** RWE IT GmbH

**Industry:** Utilities

**Location:** Essen, Germany

**Number of Employees:** 2600

### Challenge

- Improve and personalize contact center-based customer service to make it a competitive tool in price-controlled marketplace
- Simultaneously increase contact center efficiency

### Solution

- Cisco platform, offering intelligent call routing, computer telephony integration, and multichannel contact management—with intelligent application development, industry-best personalized self-service, and integration with existing RWE apps
- Fully virtualized on Cisco UCS blade servers

### Results

- 80 percent fewer abandoned/dropped calls, 90 percent reduction in call waiting time, and 50 percent reduction in call duration
- 90 percent improvement in customer satisfaction, 90 percent uplift in agent satisfaction, and over 100 percent rise in agent productivity

## Challenge

Although price can be critical in winning and retaining customers, in some markets it's just not that simple. "Our business is strictly regulated, and there's little latitude to compete on price, so we need to differentiate ourselves through stand-out customer service," says Jörg Grotehusman, enterprise solution architect for UC and contact center solutions at RWE.

The RWE Group, employing around 67,000 people and supplying 24 million electricity and gas customers in Germany, the United Kingdom, the Netherlands, and Eastern Europe, runs two on-premise contact centers. These are staffed by 1,200 agents dealing with over five million customer contacts a year via phone, letters, email, and fax.

Those contact centers were an important part of the RWE strategy to use customer service as a competitive tool. However, fragmented and outdated systems were blocking that goal's achievement. So RWE launched a contact-center-of-the-future project.

"We needed an integrated platform that would ensure agents always have the correct information to deal efficiently with customer calls, while enabling better management through improved reporting," says Grotehusman. "We also wanted to make the best use of our people's expertise and knowledge."

The challenge was to find a fully-featured solution that could be easily integrated with existing RWE systems and processes.

## Solution

Using a two-stage approach, RWE first focused on transforming its processes, and then considered the IT platform necessary to support that transformation. After speaking with various potential vendors, RWE chose a Cisco contact center solution, to be implemented by a partner and local contact center expert Bucher + Suter.

"The Cisco contact center platform had the flexibility to incorporate new upcoming technologies and third party applications," says Grotehusman. For example, integration with the company's existing Siebel EvoCS system was essential. "Also we knew we would get all the required functionality with trouble-free administration," he adds.



**“The Cisco contact center platform had the flexibility to incorporate new upcoming technologies and third party applications.”**

Jörg Grotehusman

Enterprise Solution Architect for UC and Contact Center Solutions

RWE IT GmbH

Drawing on the systems integration expertise of Bucher + Suter, RWE deployed Cisco® Unified Contact Center Enterprise (UCCE) and Cisco Unified Customer Voice Portal for intelligent contact routing and call treatment, network-to-desktop computer telephony integration (CTI), and multichannel contact management. Cisco Unified Customer Voice Portal also combines open standards speech support with intelligent application development and industry-best call control for personalized self-service.

Cisco Unified Communications Manager runs on the UCCE platform and forms the gateway for the company's production, test, and development systems. All Cisco software is virtualized on Cisco Unified Computing System™ (UCS®) blade servers, which provide increased redundancy for 99.999 percent availability.

### Results

Built on open standards architecture, the Cisco platform has allowed RWE to integrate third party solutions. These include the Siebel EvoCS CRM system and SemanticEdge NLU portal software, which helps streamline calls and customer interactions. ITyX optical character recognition reads text documents for paperless processing and storage.

In the contact center, Siebel CRM Desktop provides agents with instant access to customer data, voice communications, email, fax, and scanned documents. Data from the Cisco UCCE, such as queuing, call-waiting times, and call-handling duration, is displayed on Symon wallboards. RWE also benefits from Cisco Unified Intelligence Center, which provides an easy-to-use portal for accessing contact center statistics and reports at a glance.

### Resources Optimized, Productivity Doubled

RWE has created a platform for improved customer and agent experiences, while obtaining a better return from its contact center technology.

An early in-depth study revealed 50 different agent skill sets with most possessing only three or four of those. This information was used to configure skills-based routing policies. Meanwhile agent screens display pop-ups and scripts so agents have a complete and up-to-date view of the customer's details and requirements, including their call history, ensuring a quicker, more personalized service.

“Having all this information at their fingertips has significantly increased agent productivity,” says Grotehusman, “because callers always get put through to the best placed agents available to deal with their specific issues, or with the person who they had contact with previously.”

RWE can now accurately forecast expected wait times, and closely match capacity to peaks and troughs in demand. That capability makes it easier to optimize the use of agent resources. In fact, in the past, each RWE agent could deal with four calls per hour on average. Now, that figure is closer to between nine and ten calls an hour, equating to a productivity improvement of over 100 percent.

### Great Service, Proven

Customer feedback has been very positive. Only one recorded voice is used for all messages, and callers often do not even realize they are talking to a machine. Self-service is supported by automated voice recognition, allowing customers to route their own calls without having to press buttons. They can already report their meter readings using the IVR system, and there are plans to extend the functionality further.

To ensure that all agents have the same real time view, Bucher + Suter integrated Cisco UCCE with the CRM system to help maintain free information flow. This saves time on data entry. For example, agents only need press one button to transfer a customer's telephone number to the CRM system; the appropriate customer screen pops up automatically whenever that caller rings back.



**“Our customers recognize great service when they see it, and our agents are happy because they have all the information they need to do their jobs.”**

Jörg Grotehusman  
Enterprise Solution Architect for UC and Contact  
Center Solutions  
RWE IT GmbH

The company's contact center transformation has brought 80 percent fewer abandoned and dropped calls, along with a 90 percent reduction in call-waiting times and a 50 percent reduction in call durations. Surveys reveal a 90 percent improvement in customer satisfaction, corresponding exactly with a 90 percent uplift in agent satisfaction.

“Our customers recognize great service when they see it,” says Grotehusman, “and our agents are happy because they have all the information they need to do their jobs. We've achieved the main goal of our business case, which was to service customers better and in less time.”

### Best Practice Synergies

RWE is in discussion with other group subsidiaries with a view to migrating their contact centers to the Cisco best practice model that it has created. In addition, RWE plans to increase customer self-service opportunities and extend the system to include SMS, chat, and social media channels. The company is also investigating integration with mobile apps.

### For More Information

To learn more about Cisco architectures and solutions featured in this case study, go to [www.cisco.com/go/collaboration](http://www.cisco.com/go/collaboration)

### Product List

#### Customer Collaboration

- Cisco Unified Contact Center Enterprise
- Cisco Unified Customer Voice Portal
- Cisco Unified Communications Manager
- Cisco Unified Intelligence Center
- Multi-Channel Adapter (MCA) for Siebel (Butcher + Suter product available via the Cisco SolutionPlus program)



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