

Avoiding Decision-Making in the Dark: Utility Company Uses Analytics Solutions from Verint to Tackle Crisis

Background

One of the largest utility companies in the United States, serving more than five million customer accounts, aims to deliver an optimal customer experience (CX) during extreme circumstances. Verint® Speech Analytics™ and Verint Desktop and Process Analytics™ are key components of the organization's strategy to improve, transform, and deliver an effortless and personalized CX.

A key success factor of Verint Speech Analytics was the use of accurate categories and sentiment reporting on 100 percent of customer interactions. The ability to use Verint Desktop and Process Analytics for real-time agent assistance when the environment was rapidly changing during COVID-19 and storms was another key benefit. Lastly, integrating unique Verint data with other data sources such as CRM, and conducting deep analysis within the solutions, was critical.

The company integrated multiple data sources and solutions, including text analytics, surveys, and transactional data. By doing so, it gained visibility into different pieces of the CX puzzle and, in turn, a holistic view of the customer journey. This helped drive decision-making based on deeper insight into changing customer needs, behaviors, and overall experience.

COVID-19

Verint Speech Analytics and Verint Desktop and Process Analytics helped the utility provider navigate and thrive during COVID-19. The company's CX team utilizes sentiment and categories for the highest level of comprehension accuracy. The team also leverages Verint's AI Semantic Intelligence for automated root cause, automated context suggestions, interactive impact charts, and rich visual maps of calls with fully synchronized call transcriptions to perform COVID reporting at a regular cadence. With Verint Speech Analytics automating the identification of emerging themes and trends, the team can report actionable insight into new customer needs, immediate changes in customer behaviors, and agent performance to business leaders.

At the core of the CX team's powerful COVID reporting is a purpose-built set of COVID speech analytics call categories delivering greater than 90 percent comprehension accuracy. To ensure the highest degree of effectiveness, especially during such unprecedented times, these categories are periodically recalibrated to reflect changing conditions, including words and phrases customers use and what they are communicating. In addition, the organization leverages Verint's analytics marketplace for the latest innovations in categories and reports.

VERINT®

Customer Success Story



Solutions

Verint® Speech Analytics™

Verint Desktop and Process Analytics™



Industry

Utilities



Region

United States

Results

- Elevated customer experience and improved employee engagement.
- Navigated and thrived during COVID-19.
- Effectively addresses customer needs and issues during storm events.

The use of Verint Speech Analytics and Verint Desktop and Process Analytics, combined with data from other sources, gives the company a unified, holistic view of customers. As a result, the company has been able to elevate CX to the highest level, even during the most challenging times.

The themes and trends automatically uncovered using Verint Speech Analytics empowered the company to immediately understand the financial burden faced by customers. Requests for payment extensions, autopay suspensions, and service charge waivers increased dramatically. The utility provider leveraged these insights to create a web-based tool to guide agents in real time through payment extension offers available to help address customer hardships. Once the tool was deployed, the company used Verint Speech Analytics and Verint Desktop and Process Analytics to track and monitor effective agent use.

COVID-19 also resulted in new requirements the organization had never faced before. For example, when preparing to reinstate field visits, which had been suspended for several months, a new process required agents to verbally screen customers for sickness or a COVID-19 diagnosis over the past 30 days. The company leveraged Verint Desktop and Process Analytics to trigger real-time guidance to ensure agents ask the questions required to help safeguard field technicians.

Hurricane Season

Hurricane season and related safety concerns are extremely important. To this end, the utility provider leverages a set of storm-related call categories in Verint Speech Analytics. This provides key stakeholders with ongoing and immediate insights on topics ranging from customer challenges and complaints to hazardous conditions, outages, and more.

Verint Speech Analytics category data and Verint Desktop and Process Analytics logs are combined with other data sources. Microsoft tools such as SQL Server Reporting Services and Power BI are then used to create automated

reports that are shared across the business. For example, one report tracks agents' use of different landing pages or websites that provide real-time updates during a storm event. This helps ensure agents are properly utilizing digital self-service options, reducing the influx and duration of calls.

Lessons Learned

The use of Verint Speech Analytics and Verint Desktop and Process Analytics, combined with data from other sources, gives the company a unified, holistic view of customers. No longer does staff need to listen to entire calls to glean insights, and automated reporting enables rapid response to address customer trends, needs, and issues. As a result, the company has been able to elevate CX to the highest level, even during the most challenging times.

Furthermore, by providing excellent visibility into and support of agents working from home, the Verint solutions have enabled the utility company to improve employee engagement. Use cases include monitoring desktop activity and productivity, monitoring business compliance and campaign effectiveness, and automating numerous manual processes.



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