

Deregulation sparks fierce competition in electricity and natural gas markets. How is your contact center handling increased volumes?

With deregulation and competition for customers, utility vendors must learn how to compete successfully within a substantially changed marketplace. Today it is vital that you ensure your contact centers are optimizing your customer relationships.

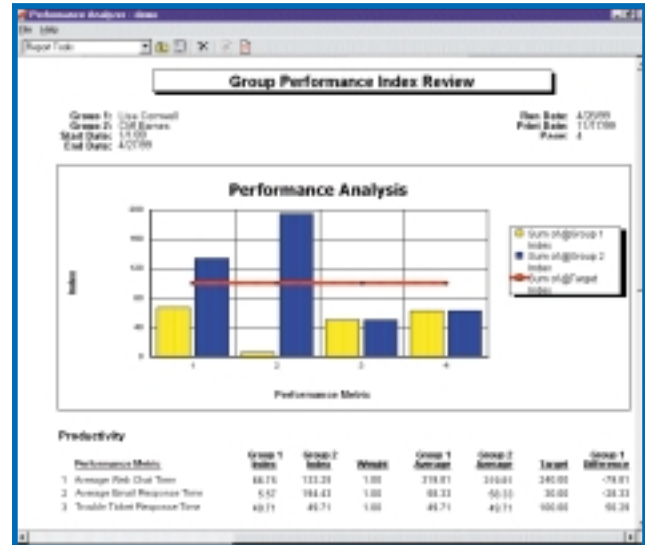
Deregulation means contact volumes in customer interaction centers are increasing dramatically. Consumers face decisions regarding their utility service – they evaluate, choose, and switch service providers. Often, deregulation simply confuses customers, which results in higher contact volumes for your company.

Are your customer service/sales representatives (CSRs) handling increased contact volumes courteously and knowledgeably? Resolving issues promptly? Closing sales as quickly and effectively as possible? Are they delivering a consistent message so your customers are clear on how you can help meet their utility needs?

The transition period surrounding deregulation may prove stressful to your CSRs, potentially impacting your agent's morale and attrition. Monitoring customer interactions, coaching and training to ensure quality interactions across all channels is now essential.

To meet the challenges of deregulated utility markets, forward-thinking energy companies are using the Witness Systems eQuality suite of applications to ensure their contact centers are optimized for the high performance that deregulated markets demand.

With eQuality you get a complete view of contact center performance, including clear targets for improving service quality, analysis of which enterprise processes are working and which can be improved, and personalized e-learning delivered automatically to the desktop for continuous performance improvement.



Multimedia recordings can be evaluated using eQuality Analysis, which measures contact center performance. This eliminates manual data collection and facilitates the accurate assessment of performance against expectations for metrics, such as trouble ticket response time and average Web chat time, as in this example.

eQuality helps your utility operation enhance your competitive position, gain customer loyalty and maximize revenue.

- Increase customer loyalty, reduce customer churn.
- Ensure consistent service in a fast-paced environment
- Maintain highest quality standards with proven monitoring technology
- Monitor Web-chat, e-mail, browser session and synchronized voice/data transactions easily and cost-effectively
- Manage staffing peaks and valleys efficiently
- Deliver personalized training based on skill gaps
- Provide quick visibility to specific areas needing improvement

eQuality business-driven recording offers the most effective monitoring and evaluating

Witness Systems offers the unique capability to perform targeted monitoring based on the specific business "drivers" important to your market and your business. Deregulation means verifying customers' requests to change service providers can be essential. Many utilities see eQuality's Business-Driven Recording sales verification capability as an important tool to capture additional revenue.



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eQuality for utilities

For example, during an interaction an opportunity occurs to gain a new customer. Through agent-initiated monitoring, the agent can instantly trigger a recording to verify the sale.

Optimizing customer relationships with eQuality

Recording, evaluating and analyzing customer interactions and providing ongoing feedback to your CSRs to continuously improve performance in your contact center is critical.

eQuality Balance enables recording of agent screen activity synchronized with voice conversations between CSRs and customers that are based uniquely on business rules you define. eQuality Evaluation gives you the ability to perform scoring online. You eliminate "pencil and paper" scoring while efficiently evaluating performance. With eQuality Analysis, you combine evaluation scores with other performance metrics for your customers, such as adherence to schedule, average handle time and number of e-mails completed, for example.

eQuality Now lets you build and optimize the skills of your CSRs. Training is assigned, prioritized and delivered straight to your agent's desktop, based on performance scores taken directly from eQuality Evaluation. The result? Your customers receive best-in-class service, interact with enthusiastic, motivated CSRs, and obtain consistent service across all media.

With eQuality, utilities can manage the quality of increasing e-mail, Web chat and guided browser sessions

Some analysts predict that by 2003, nearly 30 percent of all utility business will be Internet-based. As consumers increasingly use the Web for other transactions, they expect to conduct business with their utility provider via multimedia channels as well. Prepare your company to deliver the same high quality service to your customers across all media.

As part of the eQuality suite of products, eQuality Response gives you the ability to automatically monitor and analyze the quality of e-mail responses. You can evaluate your service and sales performance through e-mail the same way eQuality Balance helps improve service quality with voice/data recordings.

For recording and evaluating collaborative Web chat sessions, Witness Systems provides eQuality Interactive. In collaborative chat and guided browser situations, you'll have the advantage of capturing not only instant messages, but also CSR's pushing Web pages, documents and scripts. You can evaluate not only the quality of those interactions, but how effectively and efficiently your CSRs are using the chat software.

As integral parts of eQuality business-driven recording, eQuality Balance, eQuality Response and eQuality Interactive combine for effective management of customer transactions, regardless of interaction medium. You can deliver the highest level of service across all channels of customer interaction.

Bringing eQuality to eBusiness

Only Witness Systems' eQuality software suite can provide a closed-loop performance environment that lets you optimize customer service relationships and ensure the highest return on your investment.

Recording customer interactions across all media – telephone, e-mail and Web chat – evaluating agent performance, and then using those evaluations to prioritize and deliver targeted training, contact centers. Bringing eQuality to eBusiness. Witness Systems.

Find out how eQuality can benefit your organization. To learn more, visit www.witness.com

Witness Corporate Headquarters – Americas

1-888-3-WITNESS

1-770-754-1900, outside of the U.S.

**Europe, Middle East & Africa
Head Office – United Kingdom**

+44 (0) 118 936 7100

Australia Regional Office

+61 2 9911 7766

Japan Regional Office

+81 3 5225-1290

Mexico Regional Office

(52) 56 28 12 29



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