A climate of collaboration

A new approach to energy and utility communications

Everyday, across your business, relationships are being formed - with customers, colleagues, regulators and shareholders. Each one offers an opportunity. And they all start with the conversation. That’s where we come in.
Command and control, customer care and enterprise mobility: we’re bringing it all together in the utilities sector - over any network, on any device, anywhere.
Extending the conversation

Exceptional service delivery.
For the utilities sector, customer service is a way of life. It has to be. Exceptional service keeps you on top in a complex and competitive market. It assures compliance with the demands of active regulators, and secures the performance incentives that extend your margins.

We can help you deliver.

Command and control.
Hundreds of potential crises in thousands of locations: incident resolution is key. Rapid response and instant collaboration between call takers, dispatchers and field engineers minimises supply interruption and reduces customer minutes lost.

We can help you respond.

Driving down cost.
An operator staying in line with its ofgem allowance, a transmission firm managing a remote workforce or a generator investing in the future: whatever the business, cost containment is a priority.

We can save money.

Customer service boost drives down costs at CPFL Energia Group
For one of the largest private electric energy generation and distributors in Brazil, the challenge was customer service.

Four contact centres had to be brought together to better serve CPFL’s 6.7 million customers. And it needed a state-of-the-art communication environment – including voice and chat – to boost the performance and availability of call center agents.

With OpenScape Voice and OpenScape Contact Center in place, CPFL has smashed the service delivery targets set down by its regulator: 85% of customer calls answered in under 30 seconds.

What’s more, the new communications infrastructure has shaved R$42,000 ($5,000) a year from operating costs, and cut energy consumption (and bills) by 23%.

This new found service agility means CPFL now offers contact center services to other suppliers in the energy sector and beyond. Providing an impressively responsive managed service on their behalf, and generating revenue at the same time.
In short, is your contact centre capable of offering inbound and outbound services that let you deliver – and demonstrate – the very best in customer care?
**Customer Service Goes Social**

You have the tools, and the data, to understand your customers. But do you have the right channels? Can you initiate social conversations or respond in real-time over web chat?

If you have, and if you can, are those channels tightly integrated into your existing infrastructure so agents get a single view of the customer - wherever they post and however they choose to get in touch?

And when customers come through, is the experience delightful? Do agents have instant access to every piece of customer information, from every channel? Are contacts routed to the appropriate experts? Can customers access help without having to wait in the queue?

In short, is your contact centre capable of offering inbound and outbound services that let you deliver - and demonstrate - the very best in customer care?

OpenScape Contact Center does. And it’s proven to enhance customer service in utility businesses across the UK.

From interactive voice response right through to real-time audience communication via fully integrated social media applications, Unify OpenScape Contact Center offers a world of in- and outbound customer service opportunities.

It’s packed with the latest functionality to accelerate first call resolution – solving customer problems while rapidly increasing agent efficiency.

Plus, you can eliminate capital costs, and dramatically reduce operational spend by taking your contact centre into the cloud.

**SIM Performance Targeted at Thames Water**

Thames Water, the UK’s largest water and wastewater services provider, is working with Unify to further enhance its customer’s experience, and to help it deliver against OFWAT’s Service Incentive Mechanism (SIM) performance targets.

OpenScape Voice and OpenScape Contact Center combine to give Thames Water agents and advisors a resilient platform that’s developed to put more information at their fingertips – improving call handling times and overall customer service perception.

Interactive Voice Response (IVR) options extend in- and out-of-hours customer satisfaction levels. And advanced features including Automatic Speech Recognition (ASR), postcode recognition and Text to Speech can identify callers and relay relevant and focused incident messaging as appropriate.

All this means Thames Water can help pre-empt an influx of calls about a particular event – offering speedier advice, ‘in queue’ messaging to affected customers, and call-backs to avoid lengthy queues.

Detailed analytics and reporting tools will clearly highlight improved performance and areas that require focus – which allows Thames Water to demonstrate improving levels of customer satisfaction to its regulator.

Plus, Thames Water can also measure falling costs...as first contact resolution rates rise.

“To achieve the highest standards and to meet the changing demands of increasingly tech savvy consumers, we need guaranteed performance and scalability from our supporting infrastructure. Having access to real-time monitoring and historical reporting ensures that agents are working effectively and efficiently to meet customer expectations.”

Kristian Smith, “Talking to Thames”Delivery Manager, Thames Water
Dramatically simplifying incident management, we offer a range of solutions to suit the very specific operational requirements of the utilities sector.
In command and control

Every crisis demands an instant response – whether it’s a nationwide emergency or localised incident.

Availability is critical. Have you got phone lines and network that never goes down? Can agents access and distribute intelligence between all stakeholders, and then effectively manage the flow of information between multiple departments, personnel and agencies in the field?

Are your solutions simple to use – with touchscreen interfaces that let agents switch instantly between first responders, and access ‘barge in’ capabilities to join existing calls. And are your communications integrated - allowing conversations over fixed, mobile and radio network?

**Ours are. And they’re proven in 999 emergency centres across the UK.**

Dramatically simplifying incident management, we offer a range of solutions to suit the very specific operational requirements of the utilities sector.

OpenScape Xpert Dispatch offers the real-time response needed in the command and control centre – while OpenScape Contact Center provides both proactive and reactive communications to assure transparency and customer safety in the event of any emergency.

**Man down protection**

Onsite in hazardous chemical environments or offsite during potentially dangerous maintenance activities, a combination of OpenScape Alarm Response and our DECT/WKAN handsets offer portable peace of mind.

Alarms can be triggered by the user via speed-dial or an emergency-call button. Or, in the event of immobility or disorientation, alarms are triggered automatically.

Engineers are free to focus on day-to-day activities knowing that wherever a “man down” incident occurs, the command and control center will be instantly notified and appropriate action immediately taken.

**999 Emergency Response at South Wales Police**

South Wales Police was one of the first forces to consolidate all its call handling to a single Public Service Centre – handling both non-emergency and 999 emergency calls.

The force has seen a measured improvement in 999 call response times and effectiveness. And first call resolution rates increased as intelligent skills-based routing grades calls according to priority – before directing them to the appropriate, specialised agent in the first instance.
“Migrating to a new generation of telephony was long overdue for us - so the project was an absolute must.” Hans Rosch, Chief Information Officer, Vattenfall Europe AG
VattenFall Europe Gets Multisite Cordless Communications

Vattenfall Europe, the German subsidiary of the Swedish state-owned energy giant, brought together four established German energy firms. It needed a future-proofed infrastructure to unify 72 sites and over 34,000 employees the length and breadth of Germany: in power plants, transformer substations and offices.

OpenScape Voice provided the platform, with OpenScape 4000 supporting a total of over 5000 digital OpenStage telephones and more than 12,000 analogue devices.

Cordless telephony has been delivered to support onsite engineers in over 60 locations. While in the central grid control room OpenScape Xpert has delivered assured command and control communications.

Collaborative Healthcare at Birmingham Children’s Hospital

Birmingham Children’s Hospital needed to reduce decision-making time in the care of critically ill patients. It chose OpenScape Xpert to help.

Deployed in the main hub of the Kids Intensive Care and Decision Support (KIDS) service based at the hospital, OpenScape Xpert streamlines the handling of referrals and complex unplanned emergency conference calls.

All calls to the KIDS 24/7 referral single number hotline are immediately assessed, managed and triaged by the KIDS consultant paediatric intensivist in conjunction with other specialists.

Plus, the system brings together the right doctors, nurses and other specialists to improve the speed and effectiveness of establishing the 1,600 complex unplanned emergency conference calls that occur each year.

“[OpenScape Xpert] facilitates rapid resolution of clinical and logistical intricacies to the benefit of patients and families. The touchscreen console is simple to set up, and means the call handling environment is visualised, facilitating logical and intuitive conference call management.”

Phil Wilson, KIDS Lead Nurse at Birmingham Children’s Hospital
The result is a simplified, consistent experience that brings your customers, staff and stakeholders together - over virtually any channel, on any device, anywhere.
Sustainable cost savings

Whether you’re demonstrating appropriate costs structures to regulatory authorities or supporting greater shareholder value, containing or reducing costs makes good business sense.

And unified communications can help.

Utilities firms can gain dramatic reductions in call charges through SIP-based IP infrastructures. Web collaboration applications eliminate the high costs of conventional audio and video conferencing – while bringing remote offices and colleagues together in an instant.

In the contact centre, cloud platforms are radically changing business models: injecting the kind of business agility that sees capital costs vanish and agents working from anywhere – including at home – with the functionality they enjoy in the office.

This is key. Seasonal weather incidents and transportation / traffic problems have a major impact on the operational capacity of the dispatch or contact centre. Giving agents the ability to work remotely, or being able to instantly switch overflow agents on (and then off again) to manage unexpected peaks, offers very real business continuity benefits.

And because cloud services offer a pay as you go model, firms simply pay for the service and licenses they use, when they use them. And stop paying when they’re not. Estimates from Frost and Sullivan put cost savings of moving to a Unify cloud in the region of 40% over 3 years for a 100-seat deployment.

At the same time, the technical issues that have dogged enterprise networks for too long are disappearing: the security gaps, the layers of incompatible technologies, the fragmented offers and the highly complex networks.

The result is a simplified, consistent experience that brings your customers, staff and stakeholders together - over virtually any channel, on any device, anywhere.
Reduced call center operations costs by consolidating five distinct call centers into one virtual call center.
Cost Savings in Focus

Forrester Research was commissioned to undertake an independent cost benefit analysis of an OpenScape Voice and Contact Center deployment for the UK’s Walsall Housing Group.

<table>
<thead>
<tr>
<th>Summary financial results</th>
<th>Original estimate</th>
<th>Risk-adjusted</th>
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<tbody>
<tr>
<td>ROI</td>
<td>132%</td>
<td>121%</td>
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<tr>
<td>Payback period</td>
<td>Within 2 years</td>
<td>Within 2 years</td>
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<tr>
<td>Total costs (present value)</td>
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<td>£846,999</td>
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<td>Total benefits (present value)</td>
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<tr>
<td>Total (net present value)</td>
<td>£1,113,752</td>
<td>£1,023,643</td>
</tr>
</tbody>
</table>

Source: Forrester Research, Inc.

Where the savings came from:

- Reduced administration and support costs by centralizing management of voice
- Avoided Network costs by utilizing existing capacity to carry voice traffic
- Reduced call charges as voice is carried over the internal data network for all interoffice calls
- Reduced call center operations costs by consolidating five distinct call centers into one virtual call center
- Call center agent performance increased with the integration of the CRM system with the call center environment
- Elimination of the telephone operator function at remote sites through the move to a centralized call answering function
- Saved on cabling costs as the new converged network eliminates the need for separate cable for voice and data infrastructure
It works. We’re already working with some of the best known and most innovative utilities organisations across Europe to make it all happen.
A new way to work

With unified communications comes a dramatic increase in collaboration and team performance. A new way to work that accelerates productivity and drives down associated costs right across your business.

It works. We’re already working with some of the best known and most innovative utilities organisations across Europe to make it all happen.

And we can help you too.

For more information call us on 0800 158 5236
About Unify

Unify is one of the world's leading communications software and services firms, providing integrated communications solutions for approximately 75 percent of the Fortune Global 500. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and enhances business performance. Unify has a strong heritage of product reliability, innovation, open standards and security.

unify.com