



CLIENT CASE STUDY

SERVICE ELECTRIC'S IVR ACHIEVES 45% CALL CONTAINMENT

THE CHALLENGE

Service Electric Cablevision, a customer-centric cable operator in the Eastern U.S., wanted to greet their subscribers with a smarter IVR. They knew that by modernizing their inbound IVR, they could contain more calls and provide better customer experiences.

But in the midst of Service Electric's IVR upgrade initiative, the COVID-19 pandemic hit, sending unprecedented call volumes to the company's contact centers. This made self-service capabilities and intelligent features all-the-more urgent for delivering high-quality customer service over the phone. The company acted quickly, and so did their partner, CSG.

THE SOLUTION

Service Electric launched a sophisticated IVR with CSG to provide subscribers more ways to self-serve by phone, from making payments to managing their accounts. CSG also built the IVR with natural language understanding and intuitive menu navigation, and the system supports 34 call flows and more than 500 voice prompts.

CSG customized Service Electric's IVR with a range of features, including:

- **Flexible payments** — To help prevent disconnects, Service Electric's new IVR can now accept customer payments at any amount, not just the account balance.
- **Intelligent alerts** — The IVR can recognize when an inbound caller is currently experiencing a cable service outage, and play them a message addressing the issue.
- **Easy custom messaging** — When Service Electric needs to update their IVR to play a special message for customers—such as to announce a service outage—they can quickly record and install the message themselves.

- **34 CALL FLOWS**
- **500+ VOICE PROMPTS**
- **45% CALL CONTAINMENT**
- **4,600+ PAYMENTS ACCEPTED (\$735,000+ TOTAL) IN 2 WEEKS**

THE RESULTS

When Service Electric implemented CSG's IVR, their contact centers saw an immediate drop-off in call volume sent to their agents. The IVR **contained 45 percent of inbound calls** in the first two weeks of going live.

The new IVR also provided Service Electric more detailed reporting of inbound call stats. With a more comprehensive view of the inbound activity, the company could better discern what might be driving calls to the contact center.

"Launching our new IVR from CSG has improved our customer contact experience through providing 24/7 access to various self-service options," said Sam Haulman, general manager for Service Electric Cablevision. "This enabled our CSRs to better serve those customers who truly needed to speak to a representative."

"Also, the available IVR reporting now provides us more information," Haulman continued, "which is invaluable as we make decisions to further improve customer experience."