



### **etalk's Survey, Quality Monitoring, Agent Evaluation Solutions Lead to Award-Winning Service for Entergy**

#### **Overview**

Entergy Corporation is an integrated energy company engaged primarily in electric power production and retail distribution operations. Entergy owns and operates power plants with approximately 30,000 megawatts of electric generating capacity, and it is the second-largest nuclear generator in the United States.

Entergy delivers electricity to 2.7 million utility customers in Arkansas, Louisiana, Mississippi and Texas. Entergy has annual revenues of more than \$10 billion and approximately 14,000 employees.

#### **Business Challenges**

During the past few years, deregulation, the Internet, and consolidation of companies have transformed the utilities industry into a fast-paced and highly competitive market. With new changes taking shape, Entergy realized that it was crucial to expedite processes and invest in new technology that would help them compete more effectively and efficiently, improve customer service and boost profits.

Entergy's 500 call center agents, divided among six centers - Little Rock, AR, Baton Rouge, West Monroe, and New Orleans, LA, Jackson, MS, and Beaumont, TX - provide service to more than 2.6 million customers. Receiving more than a million calls per month regarding billing inquiries, service requests, bill extensions, and outage reports, Entergy had to ensure that every customer was receiving superior and consistent service. Communications - especially with valuable customers - became Entergy's top priority. To achieve this, the company constructed a comprehensive customer service program. Major initiatives for Entergy's multi-site call center included:

- Maximizing customer satisfaction and loyalty
- Providing customers with faster and more effective responses to their service needs
- Maximizing the productivity, performance, and bottom-line results of their 500 agents

#### **Recommended Solutions**

To accomplish these objectives, Entergy looked to etalk.

"We needed to build a more advanced, proactive contact center," said Phil Sharp, Entergy's Customer Contact Solutions Manager. "After months of research, we believed etalk's quality management solutions would help us provide our customers with superior support, giving us a clear advantage in our marketplace."

In order to address the needs of maximizing customer loyalty through faster and more effective responses, Entergy integrated etalk's customer survey, quality monitoring and agent evaluation solutions in its six call centers. etalk's quality management solutions were able to seamlessly

integrate and conveniently scale with Entergy's existing customer relationship management (CRM) program to provide a proven and successful venture for Entergy.

## **Results**

### **Customer-Focused**

Within less than a year, Entergy began to see the benefits of implementing etalk's award-winning and powerful software solutions. In addition to saving money, etalk's customer survey application empowered Entergy with the ability to randomly survey customers, providing contact center managers with more timely, accurate customer feedback and allowing them to better respond with customer-driven improvements for agents in call interactions. Before that, agents would solicit surveys, typically choosing the customers they felt would provide the most positive feedback on their customer service experience.

"etalk Survey has really helped us raise the level of our customer satisfaction due to the call center representatives focus on providing a quality interaction for each call," said Phil Sharp. "Survey allows us to gather timely and accurate customer feedback to ensure our agents consistently provide superior customer support. The survey results are an integral part of our agent incentive plan that promotes quality customer interaction."

### **Successful Recording Management**

etalk's quality monitoring solution, which receives and records real-time customer feedback, has successfully helped make Entergy's contact centers more efficient. For example, since agent-customer conversation and desktop activities can be recorded in real time, initially contact center supervisors were able to schedule monitoring sessions without having to coordinate times with their agents work schedules, allowing them to monitor more calls and more agents at any given time.

With the use of etalk quality monitoring technology, Entergy gained the ability to centralize the quality monitoring responsibilities. This provided additional time for supervisors to spend coaching agents. Today Entergy has gone from monitoring very few calls a month to 1,700 a month. Quality monitoring makes it easy for Entergy's contact center supervisors and the quality monitors to evaluate customer interactions and quickly spot potential problems, make adjustments and ensure optimum customer satisfaction.

### **Beyond Call Monitoring**

etalk's agent evaluation application has made it simple for Entergy's multiple contact centers to be compared for quality and consistency, ensuring that customers have a uniform experience across the board. Since implementing etalk's agent evaluation solution, Entergy has separately developed and implemented proactive training and incentive programs for its agents. The information gained from agent evaluation should allow continued improvement in these programs. Additionally, combining the superior quality monitoring and management tools of etalk's customer survey solution with quality monitoring and agent evaluation, Entergy is gaining the knowledge needed to train agents in real-time and reward them for positive improvements or for exceeding expectations.

Since implementing etalk's customized suite of solutions, Entergy has been able to build its customer loyalty and retention, improve service performance and boost its bottom line. In fact, Entergy has gained the ability to maintain its high level of customer satisfaction.

### **Award-Winning Service**

Additionally, Entergy has won several awards for their superior customer service. This includes the Customer Service Award for Outstanding Electric Utility National Accounts Programs from the Edison Electric Institute - an award given to electric companies and individual customer service representative that offer the best customer service.

Call center representatives are more focused, Sharp says:

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--Phil Sharp, Customer Contact Solutions Manager, Entergy