BRIGHT PATTERN + UNITED POWER

United Power Innovates Customer Experience in the Utilities Industries with Bright Pattern's Omnichannel Cloud Contact Center Software

Background

United Power is a member-owned, not-for-profit electric cooperative based in Colorado. It provides electricity and power to more than 93,000 homes and businesses along Colorado's northern range. United Power is committed to providing great customer services and seamless experiences, all while delivering essential services to thousands of members.

Challenges

United Power's previous system lacked the reporting capabilities and features needed to power their customer experience. On their existing Five9 platform, agents had issues accessing all of the features, and had to move between different browsers when conducting multiple chats. Agent experience and ease-of-use were major issues holding them back from seamless customer service. The platform also lacked the flexibility that they needed and experienced frequent outages.To quote Francis Ashu, the Director of Member Services at United Power, "Our main reason for moving from premise technology to Five9 was agent experience. But we quickly learned that not all cloud providers are the same. Agent experience on Five9 was horrible. Five9 claims the platform is easy-to-use, but I can tell you from experience that this is incorrect."

Objectives

- Omnichannel for voice, email, SMS, IVR/Conversational IVR, and Bots

- Empower agents with AI-powered agent assistance

- Effortless, navigable reporting for easy quality assurance and data collection

- Flexible callback and routing features to reduce customer hold time

- 100% cloud platform for business continuity and ability to deploy remote agents

- Omnichannel quality management to monitor quality on all digital channels

- Seamless skills-based routing for improved efficiency and minimal effort

> Five9's reporting structure was not very clear. We would run reports out of their system and the data wouldn't add up. We had 6 or 7 training sessions with their team and never figured out what was going on. With Bright Pattern, the reporting didn't even require training. It was effortless from day one.

Francis Ashu | Director of Member Services | United Power

Solution

United Power began searching for a replacement for Five9 in 2019, placing an emphasis on looking for a solution that provides advanced routing options and dynamic reporting capabilities to empower agents and improve the customer experience. United Power decided that Bright Pattern was the partner for them after looking at several competing cloud providers. United Power was able to quickly and fully integrate their solution with Bright Pattern's platform.

Three important features as part of Bright Pattern's solution for United Power was the callback (virtual hold), skills-based routing features, and comprehensive reporting. The callbacks feature allowed United Power to call back clients in a queue on the same day, which added a lot of flexibility and value, and reduced customer wait times. Skills-based routing was also tailored to specific use cases and helped streamline United Power's customer journey. Finally, the reporting structure was easy-to-use, accurate, and comprehensive, and greatly assisted the agent experience.

Some other features that were part of Bright Pattern's solution for United Power include the ability to conduct surveys, comprehensive and easy-to-access knowledge base, case and contact management, and business rules that trigger to notify supervisors.

United Power will be implementing Omni QM to further assist the agent experience and create a rapport between the supervisor and the agents. "What I love most about Omni QM is that it creates a rapport between the supervisor and agents," said Ashu. "With Omni QM, there is flexibility for the agent to see scores and continue to monitor how they are performing on a daily basis. Bright Pattern Omni QM takes quality management to the next level by giving our organization the ability to create scoring forms that are segmented based on the types of calls received."

Results

United Power saw immediate return-on-investment, and better contact center KPIs, better customer experience, and better agent experience. Overall, United Power experienced a drop in average hold times and a drop in abandoned calls with Bright Pattern's callback feature. Customer experience was improved through omnichannel surveys, where customers were surveyed on any channel they interacted with. Finally, agent experience was greatly enhanced with the Bright Pattern platform through its ease-of-use and intuitive features. Agent turnover has decreased, and agent training is much quicker than before.

Increase in agent experience

Decrease in average handle times

Decrease in average handle time

Decrease in average hold times

Decrease in agent training time

Increase in customer satisfaction ratings

Ease of use, ease of communication with the team, flexibility of adding advanced features, Watson assistance for leveraging speech to text and sentiment analysis–these things were not available with Five9. With Bright Pattern, it is all easy to activate and set up new, advanced features.

Francis Ashu | Director of Member Services | United Power