



Customer Profile:

Electric and Gas Utility

Website:

www.pepcoholdings.com

Location:

Washington, DC

Business Need:

- Identify root cause of large discrepancy in AHT based on customer geography
- Analyze impact of new billing system on customers and agents
- Improve call recording and analytics capabilities for business improvements and regulatory compliance

NICE Solutions:

- NICE Interaction Management
- NICE Quality Management
- NICE Performance Management
- NICE IEX workforce Management

The Impact:

- Achieved 100% call monitoring and full analytical insights
- Identified special interaction needs for customers with vacation homes
- NICE Interaction Analytics enhances insight into effectiveness of billing circulars and other promotional tools

On The NICE Solution

“In the past, we have relied heavily on agents, monitoring and verbatim from customer satisfaction surveys to understand customer behavior. Today, NICE Interaction Analytics allows us to look deeper than that, on a more real time basis and gain the insight needed to more effectively satisfy our customers and empower our agents.”

Annise Jones - Martin, Resource Management
Lead Analyst, PHI, Inc.

About Pepco Holdings, Inc. (an Exelon Company)

Pepco Holdings, Inc. (PHI) is one of the largest energy delivery companies in the Mid-Atlantic region, serving about 2 million customers in Delaware, the District of Columbia, Maryland and New Jersey. PHI subsidiaries, Pepco, Delmarva Power and Atlantic City Electric, provide regulated electricity service; Delmarva Power also provides natural gas service. PHI also provides energy efficiency and renewable energy services through Pepco Energy Services.

The Challenge

PHI was attempting to determine the discrepancy in average handle time between jurisdictions. The cause was not easily identified because the same platform was used for agents and handling calls. Since the platforms were the same, coaching was ruled out.

The Challenge

NICE Interaction Analytics assisted by identifying the root cause of the discrepancy.

The use of the tool helped identify that callers from one jurisdiction asked more in depth questions regarding their bills and payment arrangements and were more assertive in obtaining information.

PHI implemented a new billing and customer relationship management system, including a new bill format for customers in one jurisdiction. Early insights revealed inefficiencies in search processes used by agents, which was quickly identified within NICE allowing PHI to use the ‘wild card’ option within their new billing system. PHI gained an important understanding of short calls and long calls within the organization. PHI was previously reliant on limited analytics, agent word-of-mouth or “walk-by” revelations to understand dynamics of agent/caller relationships.