

This Energy Provider Increased Customer Satisfaction by 10% While Reducing Call Volume 18%

“This chatbot has been a major win for our customers as well as our support team. Getting the information you need has never been faster for customers. We’re proud to say we now have a point of instantaneous service, and we’ve actually lowered costs overall.”

— Fortune 100 Utility
Chief Transformation Officer

Technologies

- ✓ Oracle Infrastructure Cloud
- ✓ Oracle Digital Assistant
- ✓ Extending Oracle CC&B
- ✓ Extending Oracle Utility Apps

Results

- ✓ Reduced call volume **18%**
- ✓ Improved customer satisfaction ratings for support interactions **10%**
- ✓ Provided customers with a responsive self-service experience
- ✓ Created an automated pipeline between customer needs on the utility's website, other chatbot platforms, and the Oracle Service Platform

About the Client

A leading utility with a large market share in North America found it increasingly challenging to manage the sheer volume of incoming customer service and account-related tickets. The company was looking to modernize their support approach and found the majority of issues could actually be managed more efficiently in a self-service fashion. Seeking to create a responsive AI-powered way for customers to interact with their utility provider, the customer contacted rSTAR.

Goals

- ✓ Accelerate customer support while reducing call volume
- ✓ Increase customer satisfaction through responsiveness and self-service
- ✓ Reduce time per ticket

Business Challenges

- ✓ Maintaining satisfaction across a massive customer base
- ✓ Sorting, deflecting, and triaging different kinds of service calls
- ✓ Improving CSAT without raising cost

rSTAR's Solution

STEP ①

- Created customer-facing chatbot
- Provided instant no-call support for:
 - Billing questions
 - Knowledge-base access
 - Account management
 - Starting or stopping services
 - Site navigation

STEP ②

- Extended Oracle Service Cloud
- Enabled chatbot to divert to live agents

STEP ③

- Achieved successful ticket deflection
- Efficiently routed calls
- Improved service and customer satisfaction

Outcomes



Accelerated customer support through AI chatbot



Increased customer satisfaction through responsiveness and self-service



Reduced wait time and improved customer experience



18%

Reduced call volume



10%

Improved customer satisfaction

Maximize your ROI with rSTAR

Schedule a complimentary consultation today.

Contact Us