

Fortune 100 Energy Provider's CX Revolutionized with Chatbot AI

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“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

OVERVIEW

A leading utility provider with a large market share in North America was looking to modernize their approach to support. The organization found it increasingly challenging to manage the sheer volume of incoming customer service and account-related tickets.

At the same time, they observed that the majority of issues clogging their lines could actually be managed faster and 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.

Business Challenges

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

rSTAR Solution

rSTAR created a customer-facing chatbot for the provider's website in a matter of weeks. That chatbot can answer customer FAQs 24/7 at lightning speed, and provides instantaneous, no-call support for:

- Knowledge base access
- Billing related questions
- Account management
- Started and stopping services
- Moving/relocation services
- Site navigation

Once the chatbot was live, rSTAR transitioned into extending Oracle Service Cloud so the chatbot could hand customers off to a human professional seamlessly in times where it was evident the customer was frustrated, dissatisfied, or deeply lost.

By integrating that custom chatbot into the utility's existing OSC framework, rSTAR enabled complete continuity of the service experience while deflecting as many tickets as possible away from support professionals without sacrificing customer satisfaction.

Goals

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

Customer Impact

- 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

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“In the past, reporting a downed line or an outage required a phone call that, depending on call volume, could take several minutes to process. Now, customers can communicate service information to us through the chatbot with lightning-quick visibility on our end.”

– Fortune 100 Utility Chief Transformation Officer