

## 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**