CASE STUDY |

Butler County Water and Sewer Department

Customer Profile

Products and Services: Water and sewer services

Location: Ohio, US

Business Problem

What business problem did you want to solve with your Interactive Voice Response (IVR) solution?

- Butler County Water and Sewer Department (BCWS) needed an IVR solution to handle the customer service side of the business.

- With more than 40,000 customers, the customer contact centre needed to reduce inbound and outbound calls in order to remain efficient and make use of limited resources.

- Improving customer service with respect to response time and efficiency for the customer was a key goal for implementing the IVR.

- Before the Utilities OnCall Solution was in place, BCWS utilized a third-party to handle all billing and customer service needs. As a cost savings measure, BCWS decided to handle customer service inquiries in house.

- BCWS needed an IVR solution that integrated with the current billing system to help control staffing costs. Without an IVR, BCWS would have had to increase their call center staffing levels.

Solution

- Vocantas offers a proven successful IVR solution designed specifically for Utilities and Call Centres that reduces ongoing customer service costs, while increasing customer satisfaction.

- Utilities OnCall™ automates routine customer service requests, making skilled resources more readily available to handle complex customer-centric issues or projects.

- The IVR solution allows utilities to improve accounts receivables through automated bill collection with instant payment options.

- BCWS ultimately selected the Vocantas IVR because it suited all of their requirements at half the cost of comparable solutions that BCWS reviewed and considered.

- BCWS uses the Cogsdale Customer Information System (CIS) which is proven successful from an integration perspective with the Vocantas solution; this contributed to the decision to select Utilities OnCall by Vocantas.

Results and Benefits

- The IVR handles more than 750 inbound customer calls each month without the interaction of a live agent. This represents more than 25% of the average monthly call volume.

- The Vocantas IVR system also makes an additional 1,000 outbound calls a month for delinquent bills and high usage.

- The Utilities OnCall IVR system interfaces with BCWS' Cogsdale billing system (SQL Server) to provide callers with their billing history, payment dates and consumption information.

- BCWS reports that the simplicity of the IVR system is a big benefit.

- The IVR generates reports through an easy-to-use web interface available 24/7 so anyone at BCWS can run reports and see the status of the system.

- With Utilities OnCall implemented, BCWS was able to handle customer service requests internally rather than outsourcing, saving them expensive third party costs and the cost of additional staff resources.

" We had several meetings with Vocantas and ultimately decided to utilize them for our IVR due to budget and because they met all of our technical needs. I would highly recommend them as an IVR provider. "

– *Bob Tisch*
  Technical Services Administrator, Butler County Water and Sewer