

# C&W WORLDWIDE IMPROVES SERVICE FOR A UK ENERGY COMPANY

## WHAT WE HELPED OUR CUSTOMER ACHIEVE

We pioneered a new application of our technology to help transform this Energy company's fragmented contact centre service into a streamlined system that saves time and money, and improves the customer experience.

Some of the key benefits we brought to our customer were:

- Improving business efficiencies, and reducing complication and cost
- Improving customers' experience
- Providing a flexible, scalable solution
- Providing a unique integration of their existing enterprise platform and our network
- Working alongside an approved supplier to deliver a seamless solution.

## THE CHALLENGES WE HAD TO OVERCOME

This Energy company had a very disparate contact centre estate, which they wanted to rationalise while integrating with SAP, their CRM application. Their chosen partners, Accenture had to implement an enterprise-based Genesys call routing platform, that would virtualise their contact centre estate and integrate with SAP. After another provider failed to provide the integration, Accenture turned to Cable&Wireless Worldwide.

We had to provide a solution never previously implemented in the UK – allowing their Genesys platform to control the call and subsequent routing, while still in C&W Worldwide's Intelligent Network.

## HOW WE HELPED

We extended the Genesys CIM (Customer Information Management) platform deployed by Accenture, and integrated it with our carrier-grade network. This allows the public network to act as an extension to their Genesys framework.

With our solution, this customer can take advantage of network-based services, while retaining control via their enterprise platform. Until a call is physically delivered to the agent, it remains within C&W Worldwide's network but under their control, while their screen displays the customer's data. This eliminates the time-consuming "Can I take your name and account number?" part of the call, dramatically improving the customer experience and saving time and money.

To see how Cable&Wireless Worldwide's technology can enhance your customer service, please contact us:

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Worldwide