

# C&W WORLDWIDE HELPS EDF ENERGY NETWORKS KEEP CUSTOMERS SATISFIED

“ When power is interrupted, it is vital to communicate quickly with customers. STORM® works well for us, helping to improve customer service when it matters most. ”

ROMOLO FALCUCCI, TELEPHONY & REPORTING MANAGER, EDF ENERGY NETWORKS

## WHAT WE HELPED EDF ENERGY NETWORKS ACHIEVE

By using STORM® from Cable&Wireless Worldwide, EDF Energy Networks can protect all its physical contact centre locations through a single hosted Interactive Voice Response (IVR) and Computer Telephony Integration (CTI) solution. The STORM® platform gives EDF Energy Networks extensive call handling capacity, which deploys automatically on demand.

Some of the key benefits we brought to EDF Energy Networks:

- **Improved customer service, with proactive response to incidents and higher availability during peak demand**
- **EDF Energy Networks is proactive and attentive to the needs of its customers when the relationship is most vulnerable**
- **Calls can be routed to any geographic location**
- **Comprehensive and customisable reports, harmonised across the entire estate, allow consistent performance.**

## THE CHALLENGES WE HAD TO OVERCOME

EDF Energy Networks provides power to a quarter of the UK's population via its electricity distribution networks. The sheer scale of its operations requires a major investment in an extensive contact centre estate. They wanted a solution offering improved service and availability, even during unexpected spikes in traffic.

The company offers customers a group of emergency numbers to call in the event of a power cut, or any other incident requiring an urgent response. At times of peak demand, EDF Energy Networks' existing IVR system sometimes struggled to accommodate the volume of calls. It was also inflexible, with no facility to proactively text customers affected by power cuts.

## HOW WE HELPED

The STORM® Software-as-a-Service (SaaS) architecture offers intelligent cloud-based call routing, with sophisticated IVR that ensures a satisfactory contact experience for customers.

When a known power outage occurs, customers who call in from the affected areas are played a recorded message assuring them the problem is being addressed. STORM® has huge call traffic capacity which means it can accommodate this type of sudden surge in inbound call centre phone calls.

The intelligent outbound capabilities built into STORM® also help EDF Energy Networks take a proactive response to power outages. When there's a loss of service, EDF Energy Networks sends SMS messages to all affected customers who have registered their mobile numbers. This dramatically reduces inbound traffic in the first crucial minutes after the incident, since most customers simply want to know the problem has been acknowledged. Repairs updates are also sent via SMS, helping to maintain manageable traffic flows throughout the incident.

As a hosted service, STORM® from Cable&Wireless Worldwide helps EDF Energy Networks deal effectively with peak traffic, without the expense of major capital investment.

To see how STORM® can help you improve customer service and boost contact centre productivity, please contact us:

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