

C&W WORLDWIDE HELPS SCOTTISHPOWER IN AN EMERGENCY

“ ScottishPower’s Emergency call centre helps customers whenever there is a sudden loss in service. Resolving issues is absolutely time-critical. We use Storm® to deliver real-time messages to customers. It can mean the difference between a satisfied customer and a complaining one. ”

NICOLA STEWART, PROCESS IMPROVEMENT MANAGER, SCOTTISHPOWER

WHAT WE HELPED SCOTTISHPOWER ACHIEVE

ScottishPower’s Distribution division supplies electricity to 3.5 million domestic and business customers. The inbound contact centre has to support not only everyday supply enquiries from customers, but also, more critically, it has to cope with emergency inbound calls and outbound announcements associated with loss of supply, including when snow, floods and other bad weather conditions cause major power outages.

Some of the key benefits we brought to ScottishPower:

- **Faster response times in an emergency**
- **Bespoke recorded call centre messages to respond to specific incidents and sudden peaks**
- **Unlimited capacity to handle sudden high call volumes**
- **Lower operating expenses with routine maintenance overheads almost eliminated.**

THE CHALLENGES WE HAD TO OVERCOME

The sudden and often unpredictable peaks in traffic that hit ScottishPower’s contact centre whenever there was a loss of supply resulted in overflow traffic and delayed emergency response. ScottishPower needed an effective solution to high traffic volumes.

Most of ScottishPower’s call centre systems were on-site, with about 10% of its capacity outsourced to a third party contact centre when traffic volumes were very high. This meant two suppliers, with the additional time and cost involved in two sets of support and management overheads. ScottishPower wanted to eliminate the expense of the overflow third party call centre, and manage peak traffic more cost-effectively.

HOW WE HELPED

When the contract with its incumbent provider came to an end, ScottishPower looked for a partner with fresh ideas about the architecture of its incident management contact centre.

STORM® from Cable&Wireless Worldwide is now an integral part of ScottishPower’s customer service strategy, allowing them to send SMS texts in emergencies, either to individual customers or to groups of customers in an area affected by a wider power outage. ScottishPower can respond quickly and proactively, reassuring customers that they are aware of the problem and dealing with it as fast as possible, and providing useful contact phone numbers.

STORM® also provides an inbound pre-recorded message function to the front end of ScottishPower’s interactive call centre menu, with the ability to add temporary menu options. This means ScottishPower can quickly and easily upload new status messages at any time to keep customers informed. Emergency requests can be routed directly to specialist agents, with access to ScottishPower’s back office applications, helping agents keep customers up to date on how problems are being resolved.

To see how STORM® can help improve your customer service organisation, please contact us:

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