

Case Study: Georgia Electric Membership Cooperative (GEMC)

Challenges:

- Determining from organization, what role they wanted us to carry out for the members of the electric cooperatives.
- Creating records of member calls and complaints.
- Taking the role of listening to members' complaints without being in the position to solve the callers' complaints. Understanding our role and purpose.

Goals:

- Maintain call abandon rate below 5%; Answer 80% of calls in 30 seconds or less.
- To identify GEMC calls and to carry out our function of obtaining the caller information, creating a document out of it, and sending the records to the organization.
- Exceed client expectations relative to service through providing call recordings, call statistics, and call records on a daily basis.

Solutions:

- Talked with the President and Energy Coordinator to discover and obtain GEMC's business objectives.
- Created a database in Lotus Notes, using Domino One, and emailing call records as the calls come in.
- Creating an escalation process for those calls that need immediate attention, as specified by the organization, GEMC.
- Managed Customer Service Performance by listening and evaluating call recordings.

Results:

- Provided customer service relief for the organization, GEMC, so that they could perform their functions for the cooperatives in Georgia.
- Provided the GEMC members, who called, a way to document their concerns.
- Created a monthly report for GEMC showing the call results from their cooperatives' members.
- From 2/04/04 to 7/31/05 we received 1216 calls, abandoning 6.5% and answering 93% in 30 seconds or less.