

Case Study: GreyStone Power Corporation

Challenges:

- Training ProCore's customer service representatives to handle all of GreyStone Power's customer service calls during after hour calls and weekends. We took calls beginning at 8:00pm, Monday through Friday, until 8:00am the next day, and all day on Saturdays and Sundays.
- This training took place over a seven-business day training session.
- Learning a new application system for handling customer service requests. GreyStone has a web-based application system for processing customer service requests for its members.
- Learning new standard operating procedures for handling customer service business with GreyStone members.

Goals:

- Maintain call abandon rate below 5%; Answer 80% of calls in 30 seconds or less.
- To identify the business needs of GreyStone, and exceed them through our customer service offerings.
- Exceed client expectations relative to service through providing call recordings, call statistics, and call records on a daily basis.
- Create a monthly referral report in Lotus Notes Database, using Domino 1, to keep track of GreyStone's member service representatives' Scana Gas referrals that led to a connect order with Scana Gas.

Solutions:

- Talked with the Vice President and Manager of Customer Service to discover and obtain GreyStone's business objectives.
- Coordinated IT departments to work out connectivity using Remote Desktop from Windows XP.
- Sent a ProCore Trainer to GreyStone to help them put down their Standard Operating Procedures on file, and to create an online GreyStone Help File.
- Managed Customer Service Performance by listening and evaluating call recordings. We also set up monthly quality assurance calibration meetings.
- Weekly conference calls are scheduled to go over any issues, problems, or concerns.

Results:

- Our customer service work after hours and on the weekends caused GreyStone's high Monday call volume to decrease. As a result, they can better cover their lunch schedules.
- Enabled GreyStone Power to increase their productivity while dropping their head count.
- Created for GreyStone a 24 hour, 7 day a week, active customer service department that could handle all of a member's concerns.

- During the three-month period, 04/01/05 to 07/31/05, even with power outage events, we abandoned 7.6% of the calls.
- During this same period, even with outages, we answered 73% of the calls <30 seconds.
- The Average Speed of Answer during this three-month period was 1 minute and 8 seconds.