



POWERING UP THE CUSTOMER EXPERIENCE

Business Goals

- Improve customer communications
- Ensure compliance
- Boost service levels
- Improve collaboration
- Provide visibility into work cases
- Enable reporting to manage daily performance
- Reduce operating costs

Results

- Provided visibility into every case
- Improved customer satisfaction 20 points
- Completed compliance with PUC regulations
- Reduced cost of service
- Improved employee performance

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- Over 900 end users
 - Manages 65,000 new customer cases
 - Manages 5,000 complaints
 - Manages 50,000 scheduled outage requests
 - more than 100,000 appointments per year
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“ *The Pega-based solution is a significant undertaking for us, as it will improve overall service levels and customer communications, as well as provide the transparency that will allow us to make continuous improvements in our performance.* ”

Executive, Major U.S. Utility Company



CHALLENGE AND VISION:

Improve Customer Case Management, Complaints and Outage Requests

It's no small matter to keep the power on for millions of customers in New York City. It was particularly difficult for this northeastern utility, which relied on disconnected legacy systems to manage requests, complaints, appointments and outage requests for its electric, gas and steam operations. Manual systems and outdated applications were used to track work requests, resolve complaints and coordinate work among operations crews and contractors. The result: low transparency, no audit trails, high response times, poor customer service, and high operating costs.

The utility also needed to comply with Public Utility Commission regulations, which required it to improve its customer experience and report on key KPIs and SLAs.

Senior leaders wanted a solution that would automate processes and integrate with current customer and work management systems. In addition to being structured, the solution also needed to be flexible enough to handle diverse project types across the enterprise.

HOW PEGA HELPED:

Provided an Integrated Solution for End-to-End Customer Service

The utility identified Pega as the best way to automate and provide visibility

into order origination, tracking, routing, proactive notification, correspondence generation, and other critical functions.

The integrated solution encompasses four components:

Case management: Cases are created, generating dozens of sub-cases that link to internal and external systems needed to complete the work.

Inquiries: Integrates with related systems to provide a unified customer view and high-level visibility, including at the executive levels.

Outages: Manages approvals for planned equipment outages.

Customer appointments: Provides a single place to create and manage appointments.

Armed with the ability to track tasks and work assignments, the utility can now easily monitor and report on the status of customer requests. With more insight into work progress, the organization improved customer satisfaction by 20 points and reduced overall cost to serve.

OUTCOME:

Improved Customer Experience and Service Quality

The utility can now manage the end-to-end customer experience, from initial request through service delivery. The solution has improved the efficiency of the onboarding process, facilitated greater collaboration with operations crews, and enabled the organization to provide customers with ongoing progress updates.

The solution supports 65,000 new customer cases, 5,000 complaints, 50,000 outage requests and more than 100,000 customer appointments per year, all through integrated systems and with a unified customer view.

Agents required minimal training to create and resolve cases. Pega's flexible, business-focused case templates for defining work project tasks are easily modified as needs grow and change.

Now, customers can submit a request for service online or on the phone, and it is automatically routed to the appropriate responders. Greater visibility into work in process has helped the company improve performance and customer satisfaction, as well as comply with PUC regulations.



Founded in 1823, Consolidated Edison, Inc. is one of the largest investor-owned energy companies in the U.S., with approximately \$13 billion in annual revenues as of 2016, and over \$47 billion in assets. Con Edison of New York provides a wide range of energy-related products and services to its 10 million customers in New York City and Westchester County.