

SWORD

UPGRADE YOUR BUSINESS

SwordCiboodle



Eskom Electrifying Customer Experience

South African utility serving almost 4 million customers

The Challenge

Efficiency and customer service within the front and back office of the distribution division were seriously hampered by inconsistencies in the handling and recording of customer service requests. Customer management systems and processes lacked key integration into customer billing and were heavily reliant on proactive management, manual tracking and follow up. There was insufficient information feedback from the value chains, resulting in multiple customer call backs and no unified case desktop.

Therefore, in order to meet increasing demand in a highly regulated marketplace, Eskom had to examine their business processes. The utility needed a system that would allow agents to access information more effectively, therefore increasing productivity, enhancing customer service and reducing the overall cost to serve customers.

The Solution

Sword Ciboodle provided Eskom with an enterprise-wide CRM solution, driven by Sword Ciboodle's business process platform. The solution controlled routing and monitoring of work over Eskom's vast operational arena and shared workloads across their 7 regional contact centres. The scalability and integration capabilities of Sword Ciboodle was key, providing agents with a single customer view across the enterprise. The platform also provided campaign management, segmentation and customer profiling.

The Results

This award winning project reduced the time to service customers, improved customer experience and realised savings of over £12 million in the last 5 years; securing Eskom's place as one of the world's largest utility companies.

Customer service agents now follow standardised business processes within the system and tasks are executed according to priority. This has improved customer satisfaction, the quality of interactions, reduced time to service customers and dramatically enhanced the overall customer experience.

The integration of 8 critical systems has allowed Eskom to leverage existing investment, whilst providing agents with an intuitive single desktop, which has contributed to reducing training time by 50%. Information is simplified by a central repository and an electronic contact trail of every customer request is created. Consolidation and integration of business systems has removed the need for multiple call backs and increased first contact resolution to 90%.

Benefits

£12 million saved by reduction in time to serve customers

80% fall in average case duration, reduced from 30 days to just 6

Trebled first contact resolution to 90%

75% reduction in follow up interactions saving £2.3 million

Gold winner for Excellence in BPM and Workflow - Global BPM Awards

Solution Highlights

Users: 900

Channels: Contact centre, SMS, fax, email, web and whitemail

Processes: Include complaint management, balance enquiry, statement requests and service requests

Integration: core utility billing system (CC&B), Seebeyond and Avaya

*“We have focussed entirely on our people and processes and with Sword Ciboodle, we have been able to **strip out waste and improve the customer experience.**”*

Gabriel Kgabo, Divisional Customer Services Manager, Eskom

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e info@sword-ciboodle.com

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