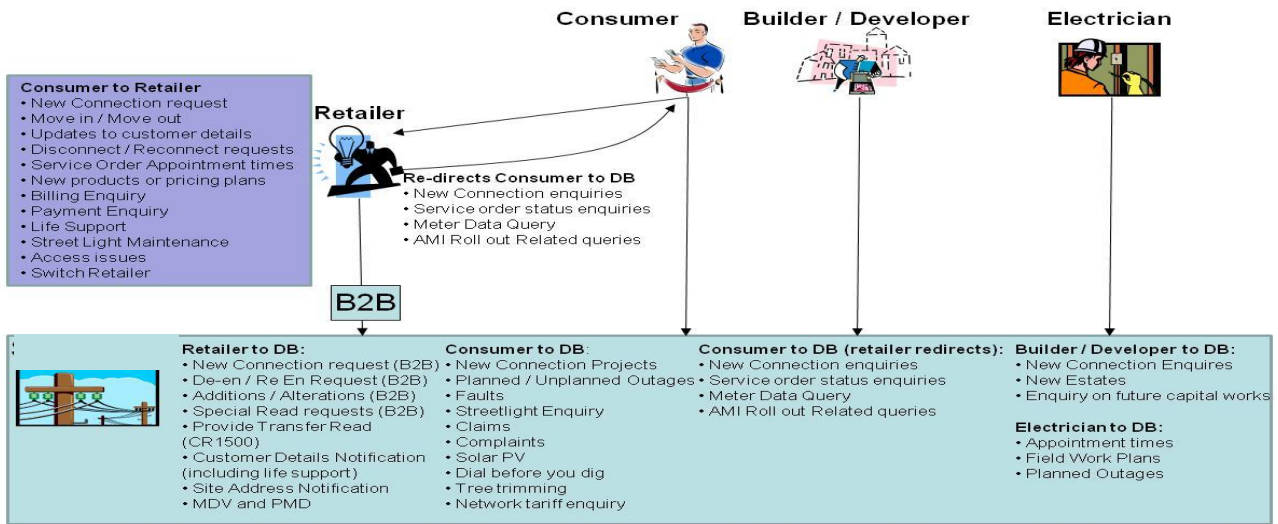


## Case Study - Leading Electricity Distribution provider

### Customer Care Strategy

Sentric were engaged by a leading Electricity Distributor to develop a Customer Care Strategy as part of the Electricity Distribution Pricing Review (EDPR).



The leading Electricity Distributor’s Customer experience, during periods of high network activity, required improvement because the saturation levels compromised the ability to effectively and efficiently serve their customers. Improving customer service during high activity was seen as a way to drive improvement in overall customer service capabilities. The leading Electricity Distributor required access to more accurate customer information during these periods which had corresponding benefits of enabling better visibility of network state with fewer assumptions.

The key business needs and IT implications associated with the required business capabilities that Sentric were involved, during both discovery and strategy development, included:

- Multi-channel communications in enabling customers to contact the leading Electricity Distributor, and ensuring that the leading Electricity Distributor could contact its customers. This included more extensive use of internet and voice based channels (i.e. web sites, email, SMS, instant messaging, two-way IVR, speech to text automated call taking)
- Targeting of automated communications, including improving the accuracy of the customer data. The proposed automated customer calling also required enhancements and/or extensions to the IVR technology and integration to the OMS to provide “visibility” of network state.

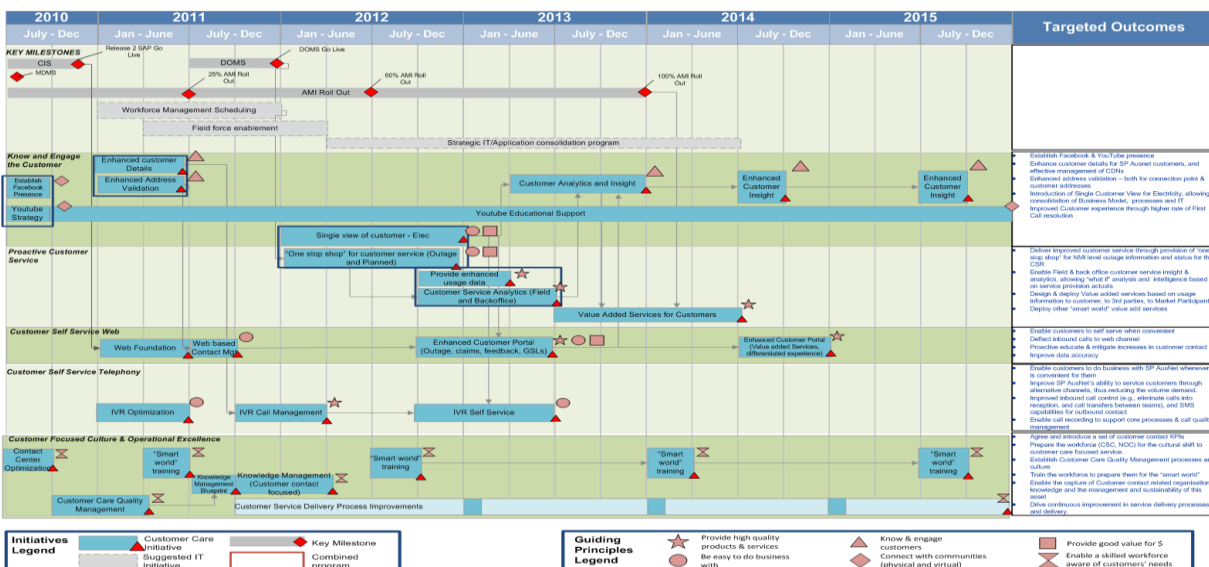
- Self-help functionality to reduce process complexity and enabling better scalability for customer services during periods of high activity. This included a view of capabilities for status based information (e.g. outage information, customer connection status) and input capabilities for services that a customer might request (e.g. dial before you dig, costing estimation for connections, notification of network faults, public lighting repair request). Customer self-help interactions will lead to more extensive customer facing internet infrastructure and self service products with appropriate integration to back-office, customer and network data and systems.
- Integration and consolidation of customer and/or supply point data to ensure the customer service officer / call taker has a clear indication of the current customer network state when interacting with the customer. Better access to customer details and a view of historical customer interactions with the leading Electricity Distributor will assist in managing customer expectations and maintain the rate of first call resolutions.
- Dashboard portals based on customer and network event data, to provide near real-time views of the current network state for internal and external stakeholders including customers.
- Analytics and reporting capabilities to ensure the necessary reports can be delivered to internal and external stakeholders during and post events in an efficient and timely manner

Approach

Sentric Practice Director for Outcome Management was engaged by the leading Electricity Distributor’s Manager of IT Strategy to develop the high level requirements for Customer Care Strategy. These requirements were developed in consultation with the affected business units and Gartner research.

Once the requirements were defined a Statement of Work was developed by Sentric and issued as an RFP to the market for a vendor to analyse the Customer Care Strategy and develop a costed roadmap of discrete initiatives to deliver the strategy.

Accenture were the successful bidder for the work to develop the roadmap and costing model. This was completed in concert with Sentric and used within the Customer Care Strategy as part of the submission.



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Sentric's Practice Director for Finance then used the output of the costing exercise to build the costing models for the EDPR submission and Tactical plan for delivery of the IT Strategy.

### Deliverables

Sentric were asked to deliver the following:

- Evaluation of market solutions
- Development of the Customer Care Strategy High Level Requirements
- Statement Of Work
- Develop RFP, Evaluate Responses
- Costing Model
- Integrated Tactical Plan for IT Strategy

### Outcomes

Sentric wrote a Customer Relationship Strategy that was approved and used in the EDPR submission. A subsequent Tactical plan was incorporated in the 5 year ICT Strategy.

The submission was favourably received. The leading Electricity Distributor has now advanced on implementing their 5 year plan to improve their IT efficiency and operations.