



Your Peak Call Season Solution

It is your peak call season. Just when your customers need you the most, you are hiring and training temporary employees, adding equipment, buying software and adding space. Your valuable resources should result in quality customer care, but they just don't seem to. The BizMatch solution from Active TeleSource increased productivity—and eliminated unnecessary headaches—for a utility company just like yours. This is their story.

Breaking the Endless Hiring Cycle

A Pacific Northwest utility needed our help. Customer satisfaction levels declined each year during the winter months, their peak call season. The struggle to maintain acceptable customer service levels during their peaks was leading to unwanted consumer complaints. Although they hired temporary employees carefully and trained them intensively, attrition rates were high and mid-season rehiring and retraining was a necessity. Like you, the utility's leaders needed a long-term solution for their peak season overflow calls..

With another peak season looming, the utility company approached Active TeleSource, an industry leader in outsourced contact center solutions, with this question:

"How do we staff up for short-term, peak call overflow seasons and retain high quality, well-trained and experienced agents for next year, breaking the endless hiring cycle?"

During the initial meeting, our leadership team at Active TeleSource listened to the client's concerns carefully. We understood the critical nature of their challenge: they needed outstanding customer care and 100 percent compliance with state and federal mandates and union regulations. They could not afford to compromise in any area. With the BizMatch solution, they wouldn't have to.

The BizMatch Model

Active TeleSource proposed the BizMatch solution: We would directly hire customer care agents dedicated for the client's short-term, peak call season. Once our client's peak season was over, we would share them with another utility company with an opposite peak season, ensuring retention of qualified agents year-round. This avoided costly measures such as procuring new hardware, adding cubicle space, managing security badges, buying software licenses and spending additional time on human resources.

"At Active TeleSource, we're proud of the BizMatch solution's high retention rate of trained agents, up to 90 percent in some cases.

Virtually the same skilled team is ready to go when your next peak call season begins."

We pre-screened applicants by telephone to determine minimum qualifications, followed by an interview process that included behavioral scoring, background checks and drug screening. Active TeleSource directly hired 40 qualified agents. The agents underwent orientation with our HR specialists, internal systems training and proprietary customer care classes before attending intensive utility training, provided by the client and Active TeleSource.

Immediate, Quantifiable Results

Active TeleSource offered the utility company complete transparency and a totally collaborative interface. They watched in real time as their customer care and compliance began to exceed their expectations.

After implementing the BizMatch solution, our client was able to answer calls within 60 seconds more than 80 percent of the time during its peak months. This high level was an early and telling indicator of the positive impact BizMatch was making. In addition, our client has been able to maintain their high level ranking from a national consumer survey firm, and, for the last two years, they have ranked at the top of their region.

Our customized plan included:

- » Full integration of all necessary technology, including telephony
- » A secure connection to the proprietary operating system
- » Full skill set-trained, dedicated agents

When the Active TeleSource agents went live, our client saw immediate improvement in their key service level indicators, including reduction of customer wait times and abandon rates. They listened to live calls and heard our agents handling their customers in the same accurate and professional manner they do.

Meeting your Match

Founded in 1997 by Goran Samojlovski and Gary Clark, Active TeleSource is in the business of providing highly rated and complex third-party customer care. For more than a decade from our offices in beautiful Oregon, we've served energy and gas utility clients, as well as clients in the telecommunications, finance and medical fields. Our clients value quality, compliance and true customer satisfaction—just like we do.

We are seeking utility companies who want to break the cycle of hiring, maintain a high level of customer satisfaction and compliance, and partner with us on solving the unique challenges of peak call season with our BizMatch solution. With Active TeleSource, you have met your Match.

“The highly skilled staff at Active TeleSource took more than 250,000 calls during the client’s first peak season.”

“Active TeleSource played a big part in the overall customer satisfaction of the utility.”