

TRANSFORMING TECHNOLOGY FROM END-OF-LIFE TO CUTTING-EDGE



CASE STUDY



PTP conducted a technological and customer experience assessment that led to the development of a full, multi-channel customer service portal, involving the removal of outdated systems, design and implementation of natural language applications, and continued support and training.

THE CHALLENGES SACRAMENTO MUNICIPAL UTILITY DISTRICT FACED

While Sacramento Municipal Utility District (SMUD) faced challenges with technology that was not meeting their business goals. They were using legacy voice systems for handling callers, which became troublesome during power outages when call volume would hit peak. SMUD needed to overhaul their infrastructure to enable all employees to do their jobs more efficiently, and form a long-term strategy for natural disasters and outages.

THE RESULTS

After implementing PTP's solutions, SMUD experienced 10% year-over-year growth in revenue. They earned a 723/1,000 JD Power & Associates customer satisfaction score, second-highest in the region. With the new, premise-based contact center platform and multi-channel customer service portal, enhanced channel connectivity made transferring between voice and the web more seamless and easier for both the customer and the agent, resulting in the handling of more calls, faster. →

HOW PTP BROUGHT SMUD FROM LEGACY TO LATEST

- Strategic technological assessment of the contact center and customer experience led to initiatives to improve and expand customer service channels.
- A premise-based solution replaced end-of-life technologies. PTP developed a scalable solution by consolidating 15 different systems, serviced by seven different vendors, into one centralized infrastructure.
- Closed communication gaps reduced call volume. PTP mapped customer experience and addressed common customer questions, reducing call volume and increasing self-service.
- A multi-channel portal made customer service easier and more efficient by intelligently routing calls to the right agents. And capturing customer data upfront reduced call-handling time to service more customers.

ABOUT SMUD

SMUD is the nation's sixth-largest community-owned electricity provider, serving Sacramento County for over 65 years, providing renewable energy strategies, and winning energy-efficient program awards.



LEVEL OF REACH

625K

RESIDENCES AND
BUSINESSES

PTP'S SERVICES

Customer experience
roadmap and assessment

Technological-gap assessment

Customer reporting and
quality monitoring

CHALLENGES

Outdated legacy and
end-of-life technology

Increased customer interaction rates
after implementation of smart meters

Lack of multi-channel options
