

Ansafone Responds to Large Volume Energy Rebate Program

Problem

When the federal government funded a program offering rebates for consumers who purchased new energy-efficient appliances, a national call center was needed to manage the \$35-million program's customer service and support. The hotline would be required to manage a high volume of in-coming calls from consumers with general questions about the rebate program, such as how to qualify, where to submit the appropriate purchase documentation and more.

Search for a Solution

The federal agency needed an experienced call center solution that would not only have the capacity to handle large call volumes, but also provide trained agents who could deliver a high level of customer service. A partner would also need to have the appropriate technologies, core capabilities, and management practices in place to support the energy rebate program.



Solution

- ✓ Ansafone quickly developed a comprehensive agent training curriculum to standardize the knowledgebase understandings, performance and service level expectations for the program.
- ✓ A dedicated account management team was assigned to regularly review customer support levels, call volume trending, program modifications, customer inquiries and service level attainment.
- ✓ Real-time reporting was created to display call trends and rebate adoption rates.
- ✓ Ansafone integrated with the agency's CRM system in order to deliver a digital record of 100 percent of calls and consumer interactions.

Results & Benefits

- ✓ Ansafone provided a cost-effective solution that maximized the use of technology, including IVR and skill set call routing with live agents to provide call efficiency.
- ✓ Ansafone designed a call flow process and deployed solutions that that incorporated intelligent, automated "decision-tree" style guidance through the necessary steps and variables to ensure accuracy and an efficient caller experience. The call handle time was over [20%] lower than anticipated in the campaign budget models.
- ✓ Ansafone handled more than 30,000 calls in the first month by successfully creating call flows to achieve a nearly 90 percent service level.