

# 2017 UTILITY CONTACT CENTER CONFERENCE

*Cutting Costs While Creating a Customer Centric Contact Center*

April 3-4, 2017 | Tucson, AZ  
Hilton Tucson El Conquistador  
Golf & Tennis Resort

Featuring  
a Tour of the  
Tucson Electric  
Power  
Contact Center!

PRE-CONFERENCE WORKSHOP

**Promoting Utility Programs  
and Services in the  
Contact Center**

MONDAY, APRIL 3, 2017



EUCI is authorized by IACET to offer 1.0 CEUs for the conference and 0.3 CEUs for the workshop

HOST UTILITY



Tucson Electric Power

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## OVERVIEW

Major advances in technology, combined with advances in the ease of access and information-sharing, have created a consumer whose expectations of customer service have increased dramatically. Further, research has shown that proactive and timely communications with customers is critical to customer satisfaction. With developments like smart phones, social media, mobile connectivity, cloud technology, big data, and speech analytics, energy companies have more opportunities to enhance the customer experience than ever before and this starts in the contact center. The calls that come into a utility contact center are more sophisticated and complex today than they were just a few years ago.

Creating a customer centric culture in your contact center is as equally important as advances in technology. Call centers increasingly understand the importance of providing excellent service to their customers and are adopting a customer-centric approach as a result. Having the right people in place will ensure your customers feel valued and in turn can reduce operating costs. To go from a fast, efficient transaction handling universe to creating a customer-centric operation and changing the agent mindset, requires a radical change in the contact center's entire culture. Utilities can reduce their cost-per-call in the contact center by improving the process of hiring, training and coaching of agents.

At this conference, utility and industry professionals will share their innovative strategies for enlisting technology and putting the right people in place to improve customer satisfaction and lower costs. Attendees will take away additional knowledge and resources required to implement effective solutions in your utility contact center in order to accommodate the customer of today and the future. Attendees will learn best practices, keep up with the latest developments, and enjoy networking with industry peers.

## LEARNING OUTCOMES

- Explain what is necessary to build a customer centric contact center
- Discuss how to train agents to make the customer feel valued and offer solutions that prevent future phone contacts
- Explain how to overcome significant challenges to transform both the customer and employee experience
- Demonstrate how to move to a virtual outsourced call center
- Identify the skills and behaviors to look for in the candidate selection process
- Discuss obstacles to effective training programs and review real methods for overcoming them
- Discuss how using seasonal representatives has lowered the average speed of answer
- Critique the business and political processes and factors entering into a decision process



***"It is nice to confirm what we are doing right and I am leaving with some new ideas as well! Thank you!"***

CCC Operations Supervisor, SDG&E



***"EUCI provides conferences with very relevant information and exceptional speakers."***

Division Manager: CIS, IREA

# AGENDA

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MONDAY, APRIL 3, 2017

**12:30 – 1:00 pm**

**Registration**

**1:00 – 1:10 pm**

**Opening Announcements**

**1:10 – 1:30 pm**

**Welcome Address from Tucson Electric Power (TEP)**

On behalf of TEP, a company that delivers safe, reliable power to more than 417,000 customers in the Tucson metropolitan area, Director of Customer Care and Experience Denise Smith will welcome her power industry colleagues to “sunny Tucson”. Ms. Smith will provide her perspective on what is necessary to continue to improve performance and customer satisfaction at a utility contact center in today’s rapidly changing world.

***Denise Smith, Director of Customer Care and Experience, Tucson Electric Power Co.***

**1:30 – 2:30 pm**

**Maximizing the ROI of Your Training Program**

We’re rolling along, training new hires and existing agents, pushing them out to the contact center and basking in the glory of our “smiley face” evaluation sheets but are we really doing justice to our trainees, and optimizing our training ROI? In this session we’ll look at the most common mistakes training groups and contact center operations make, and hear the best practice methods for avoiding these pitfalls. Come hear from an industry veteran about the obstacles to effective training programs, and real methods for overcoming them to the benefit of your organization.

***G. Todd Gladden, CWPP, VP – US Operations, Planmen Consultancy, LLC***

**2:30 – 2:45 pm**

**Networking Break**

**2:45 – 3:30 pm**

**Achieving Success in the Call Center through Staffing, Organizational and Process Changes**

Four years ago, IREA’s call center had extensive hold times, employee morale was declining, and customer expectations often went unmet. Today, the call center frequently achieves its service level goal of answering 80% of calls within 90 seconds, employees are enthusiastic, and customers take the time to comment on the excellent service they received. This session will detail how IREA overcame significant challenges to transform both the customer and employee experience. Highlights will include:

- Root cause analysis
- Change management tactics
- Impact analysis
- Future improvements

***Mandi Leshner, Consumer Services Manager, Intermountain Rural Electric Association***

**3:30 – 4:15pm**

**Employee Focused Development**

What does employee focused development entail? Why is it important to include the words employee and focused? What benefits can we expect? In this session, learn how PNM resources has been focusing on the development of their employees to improve results in the contact center.

***Mario Cervantes, Customer Care Manager, PNM Resources***

**4:15 – 5:00 pm**

**The Omnichannel Evolution of the Contact Center**

Every day, customers share streams of information about themselves in their omnichannel interactions. They rarely use just one channel to complete an interaction, and many end up in the contact center. Yet few utilities integrate that information to create a superior customer experience. Even those with “multichannel” operations rarely connect customer data and follow the customer path across channels. Customer experience breakdowns are commonplace as customers move from one channel to the next. The bottom line for today’s world is that customer service teams must be able to leverage all relevant customer data across all channels and at all times. Only then will they be able to provide the kind of seamless, contextual experience customer’s demand.

***Dennis Crumb, President, optimalCX solutions, LLC.***

***Chris Bond, Senior Consultant, User Experience, optimalCX solutions, LLC.***

# AGENDA

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5:00 – 6:00 pm

**Networking Reception**

TUESDAY, APRIL 4, 2017

7:45 – 8:15 am

**Continental Breakfast**

8:15 – 9:00 am

**Multichannel Proactive Communication Strategies for Improved Customer Satisfaction**

Most utility contact centers remain telephony-centric and focused on responding to inbound inquiries. As technology advances and customer expectations heighten, a predominantly inbound engagement model only addresses part of what drives satisfaction, and contact centers need a broader vision to deliver a more complete set of capabilities. Vectren recognized that the path forward for their contact centers was to use proactive communications when interacting with customers. In this session, learn how contact center agents at Vectren use proactive customer service for inbound inquiries such as web chat and twitter.

**Cindy Dossett, Performance Assurance Manager, Vectren**

9:00 – 9:45 am

**Moving to a Virtual Outsourced Call Center with At Home CSR's**

Five years ago, EPCOR expanded to Arizona and New Mexico. With 125 years of history and utility expertise behind it, EPCOR is a well-established Canadian company based in Edmonton - establishing a strong foundation and building the company's customer-focused brand in the United States was crucial. To do this, EPCOR partnered with Vertex Business Services to provide billing services and start up a virtual call center with agents who worked from home in Arizona and New Mexico. This session will describe the successful model and results.

Highlights will include:

- The need – A work-from-home solution
- Solution and evolution
- Lessons learned
- Customer satisfaction
- The results

**Jane French, Director – Customer Operations, EPCOR Water**

9:45 – 10:30 am

**Delivering a Low-Effort Experience: Equipping Your Frontline to Make Things Easy**

It's no secret that one of the most difficult aspects of contact center management is finding and keeping the right people for the job. Do you have the right staff (with the right skills) in your call center? Of seven types of reps, one clearly outperforms the rest. Learn why most companies hire the wrong type for service positions, how you can increase the quality of your call center by (surprisingly) becoming less selective, and discover how to create the right environment to execute an effortless customer experience.

**Pete Slease, Principal Advisor, CEB**

10:30 am - 10:45 am

**Networking Break**

10:45 – 11:30 am

**Designing an Interactive Voice Response (IVR ) System to Satisfy Your Customers**

A utility doesn't need to choose between IVR utilization rates and IVR customer satisfaction as the company can have it all. In this session, attendees will learn how SCE increased its overall IVR utilization rates, while increasing overall customer satisfaction rates. By designing a state of the art system that's easy to use, the company found that customers actually like the IVR and use tools such as dynamic menus, ways to simplify high-urgency and frequent call paths. This session will cover the following actionable steps to improve any utility's IVR:

- New ways to achieve IVR design objectives
- Implementing continuous enhancement processes
- Developing prioritization methodologies by leveraging a cross-functional team

**Ryan Mundy, Quality Assurance Manager, Southern California Edison**



# AGENDA

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TUESDAY, APRIL 4, 2017 (CONTINUED)

- 11:30 – 12:15 pm**      **Big Bang for Little Bucks - Efficiency through Outsourcing**  
Operational efficiency means to look for the obvious and not to reinvent the wheel. Tucson Electric Power (TEP) has analyzed operational cost data and determined that traditional outsourcing is still the solution. In this session, learn how TEP has utilized a very valuable resource (Seasonal Representatives) to lower the Average Speed of Answer (ASA's) and improve the overall customer experience.  
***Tashonda Betts, Contact Center Manager, Tucson Electric Power***
- 12:15– 1:15 pm**      **Group luncheon**
- 1:15 – 2:00 pm**      **Bringing Action to Your Customer's Voice to Optimize Contact Center Operations**  
Although most utilities collect customer and employee data—surveys, user experience on the website, satisfaction across contact channels, metrics from the call center, and feedback from employees—it's often fragmented and difficult to quickly access, analyze, report on, or act on. In many cases, utilities have not kept pace with now common practices in other industries to gather, analyze, and act on feedback in real time. As customer expectations continue to rise, it's more essential than ever to listen, analyze, and act on customer and employee feedback in real time. During this session you will hear best practices related to gathering and analyzing customer and employee insights to optimize your contact center operations.  
***Maureen Russolo, Vice President, E Source***
- 2:00 – 2:45 pm**      **Quality Assurance Programs at Arizona Public Service**  
Quality assurance isn't an option for contact centers; it's essential for the success of the contact center, customer and agent satisfaction, improving agent and supervisor productivity and effectiveness, and keeping management in touch with their staff's performance. Building an effective QA program is an iterative, multi-step process that requires senior management support, planning and input, and buy-in from all levels of contact center staff. Managers must ensure that they are evaluating the right components of agent performance during customer interactions and using appropriate measurements and weights. In this session, attendees will learn about the steps APS has taken to achieve the best results and foster confidence in their quality assurance program.  
***Renee Cazzell, Quality Performance Instructor III, Arizona Public Service (invited)***
- 2:45 pm - 4:30 pm**      **Tour – Tucson Electric Power's Call Center**  
Join us for a tour of the Tucson Electric Power (TEP) contact center! Tucson Electric Power's contact center is home to a team of 68 trained and dedicated customer care representatives (CCRs) that handle incoming calls daily (about 6,000 calls daily) from 7 am to 6 pm The emergency line is staffed by 16 CCRs that work 24/7, and supervisors are on call around the clock for unexpected needs and off-line work such as email and social media. From the basics — like turning electric service on and off — to more complex questions about customer program offerings, energy efficiency and solar power, our team is always ready and waiting.
- 4:30 pm**      **Conference Adjourns**  
**NOTE: TEP's Call Center is located close to the airport. For your convenience, if you plan to depart Tuesday evening, you should plan to leave from the call center instead of returning to the hotel.**

## PRE-CONFERENCE WORKSHOP

# Promoting Utility Programs and Services in the Contact Center

MONDAY, APRIL 3, 2017

## OVERVIEW

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A contact center is one of the most important touch points a utility has with its customer, especially during the new connect process. Customer service has become more important than ever for energy and utility providers. All it takes is one bad experience or instance of poor service for a customer to spread negative publicity via social media and the internet. By having a good experience, a customer is much more likely to consider additional utility offerings.

3Degrees works in partnership with many utilities and their contact centers to help promote various programs and brings lessons learned along the way. In this workshop, we will cover how utilities can promote and upsell their programs and services during conversations the contact center staff has with customers while still meeting customer, staff, and regulatory needs. Attendees will take away additional knowledge and resources required to implement effective solutions in order to accommodate the customer of today and the future.

## LEARNING OUTCOMES

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- Discuss techniques that contact center staff can use to upsell utility programs and services
- Discuss different methods to engage all call center staff
- Apply lessons learned in order to meet customer, staff and regulatory needs
- Explain how to overcome challenging phone calls to transform both the customer and employee experience
- Discuss the technology and methodology used in today's world to improve customer satisfaction

## WORKSHOP TIMING

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MONDAY, APRIL 3, 2017

**8:00 – 8:30 am**                      **Registration and Continental Breakfast**

**8:30 – 11:45 am**                    **Workshop timing**

## AGENDA TOPICS

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- What kinds of programs and options should be covered in a new connect process?
- What are the pros and cons of dedicating a special team of experts versus training a full call center?
- Tools, technology and methodology for increasing customer acquisition
- Appropriate incentives
- Training for customer acquisition basics
- Tips to keep top performers and bottom performers engaged over the long term
- Common challenges and how to address

## PRESENTER



### Stasia Brownell

**Senior Manager, Utility Partnerships, 3Degrees**

Ms. Brownell joined 3Degrees in 2008 to provide support to utilities in offering voluntary renewable energy and carbon offset programs to customers. In that time, she has worked on campaigns which have enrolled many tens of thousands of customers including working closely with multiple utility call centers. Her work with utility call centers spans utility owned and outsourced; union and non-union; inbound and outbound. With each, she has designed and delivered training and helped to create incentive structures for call center representatives unique to each call center's culture, regulatory environment, and utility goals. Her clients, Pacific Power & Rocky Mountain Power, won an award from the Center for Resource Solutions for their approach to educating customers who call into their call center. Ms. Brownell has a B.A. in Communications from Portland State University where she focused on Media Literacy and minored in Black Studies. She has a Professional Certification from the Direct Marketing Association in email marketing.



*"After attending my first EUCI conference, I came away with many "real" applications that I can apply immediately in my operations. A great blend of technical, operational and process discussion at appropriate levels. Thanks."*

Principal - Managing Consultant, Gas South

**REGISTRATION**  
*to register [CLICK HERE](#) or*

**Call: 201 871 0474**  
**fax: 253 663 7224**  
**email: [register@pmaconference.com](mailto:register@pmaconference.com)**  
**web: <http://pmaconference.com/>**  
**Mail: POB 2303 Falls Church Va 22042**

## INSTRUCTIONAL METHODS

Case Studies, Panel Discussions and PowerPoint presentations will be used during this conference.

## REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for the entirety of the conference to be eligible for continuing education credit.

## IACET CREDITS



EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

**EUCI is authorized by IACET to offer 1.0 CEUs for the conference and 0.3 CEUS for the workshop.**

## REGISTER 3, SEND THE 4TH FREE

Any organization wishing to send multiple attendees to these conferences may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.

## EVENT LOCATION

A room block has been reserved at the Hilton Tucson El Conquistador Golf & Tennis Resort, 10000 N. Oracle Road, Tucson AZ 85704, for the nights of April 2-3, 2017. Room rates are \$209 plus applicable tax. Call **1-520-544-1101** or [click here](#) for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is March 2, 2017 but as there are a limited number of rooms available at this rate, the room block may close sooner. ***Please make your reservations early.***





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## PLEASE SELECT

- 2017 UTILITY CONTACT CENTER CONFERENCE AND WORKSHOP**  
 APRIL 3-4, 2017: US \$1795  
 EARLY BIRD on or before MARCH 17, 2017: US \$1595
  
- 2017 UTILITY CONTACT CENTER CONFERENCE ONLY:**  
 APRIL 3-4, 2017: US \$1395  
 EARLY BIRD on or before MARCH 17, 2017: US \$1195
  
- PRE-CONFERENCE WORKSHOP ONLY:**  
 MONDAY, APRIL 3, 2017: US \$595  
 EARLY BIRD on or before MARCH 17, 2017: US \$495
  
- I'M SORRY I CANNOT ATTEND, BUT PLEASE EMAIL ME A LINK TO THE CONFERENCE PROCEEDINGS FOR US \$395**

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

Print Name Job Title

Company

What name do you prefer on your name badge?

Address

City State/Province Zip/Postal Code Country

Phone Email

List any dietary or accessibility needs here

### CREDIT CARD INFORMATION

Name on Card Account Number

Billing Address Billing City Billing State

Billing Zip Code/Postal Code Exp. Date Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

**OR** Enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ registrations.

### Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before March 3, 2017 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of conference cancellation, EUCI's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at (201) 871-0474.