

“Verint’s recording system does what it said it would do, which is record all of our calls and make them easy to retrieve. There are a lot of benefits to the system and the pay-off will be increased quality control and better answers to customers in less time.”

Bob Sherman
Communications Management and
Customer Assistance for Con Edison

customer service. This is also an efficient tool for continuing CSR education after training, providing a lifeline to new CSRs. Additionally, all CSRs have access to e-Coaching for back-up on any new products or campaigns being introduced.

Verint’s automated quality monitoring program has increased the efficiency of the supervisors’ operations. Integration with Con Edison’s workforce management system effectively uses existing CSR work schedules to schedule random evaluations. Supervisors are able to review and evaluate a CSR’s performance at their convenience at their own desktop, making use of Verint’s online scoring system. Supervisors have standardized a performance evaluation form that is available to all three sites, enabling all supervisors to evaluate performance on the same standards, and enabling a consolidation of all performance reports across all three sites for a comprehensive, enterprise-wide report.

Verint’s comprehensive reporting package provides Con Edison with detailed information on the performance in each of their contact centers. Detailed and summary performance reports are available for individual CSRs, group of CSRs, and supervisors. System Reports provide information on incoming calls that have been recorded by the system. These reports assist various levels of management to analyze the business performance in the Contact Center. System reports display daily, weekly, and monthly recording activity in the contact center.

An Enterprise Reporting Package provides real-time consolidation of performance and system data across multi-system deployments for a true enterprise-wide solution. From a single desktop, site reports from multiple locations can be accessed and consolidated to review performance results by site.

CSRs appreciate the review sessions with their supervisors, which enable them to hear the actual interaction that took place with a



Con Edison’s CSRs work round-the-clock to provide quality customer service.

customer and see how they navigated their desktop application to respond to inquiries and process requests. This review process has effectively improved CSR training as well, since supervisors are able to coach a CSR on which service tools they should be using to respond to a question or to process a request. The comprehensive reporting package also lets the CSR see how their performance rates against their group overall, as well as how their site performs relative to the other sites. These reports enable the CSRs to see a broader picture of the customer service goals Con Edison is setting throughout the organization.

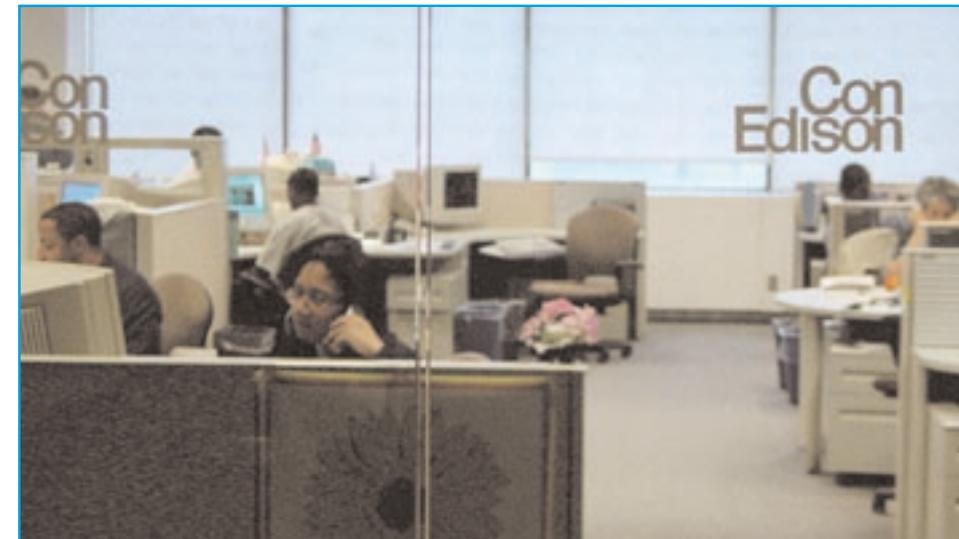
Further efficiency of operations is achieved with Verint’s ULTRA Intelligent Recording platform, recording and storing all calls for immediate access and retrieval across a number of variables. This same platform enables supervisors to have a constant view of their workflow, identifying what calls they need to evaluate, reviews they need to do with CSRs and reports they have requested.

CASE STUDY

BUILDING THE CUSTOMER-INTELLIGENT ENTERPRISE™



Verint Systems’ Intelligent Recording Solutions Enhances Quality of Con Edison’s Customer Service



Con Edison’s attractive state-of-the-art contact center in Brooklyn, New York facilitates quality customer service.

BACKGROUND

Consolidated Edison Company of New York, Inc. (Con Edison) is a regulated utility with \$16 billion in assets. A subsidiary of Consolidated Edison, Inc., Con Edison is the largest utility in New York State and the prime provider of energy and services for the city of New York and Westchester County with more than three million customers. Recent changes in the utility industry eliminate exclusive service territories, allowing customers the opportunity to choose their gas and electric provider. Con Edison prepared for the increase in competition with cost-savings programs for their customers and enhancements to their customer service operations.

Con Edison’s customer service program is spearheaded through its enterprise contact center

with locations in Brooklyn, Staten Island and Rye, New York. Customer Service Representatives (CSRs) operate round-the-clock to respond to gas, steam and electric emergencies, requests to turn services on or off, billing questions, and other customer inquiries. As part of their ongoing dedication to improving customer service, Con Edison added an automated quality monitoring system to their contact center.

In addition, they wanted a full-time recording system that would provide rapid location and retrieval of selected calls, for quality and accountability as well as customer relations needs.

In their search for a vendor that could help improve their quality of customer service, Con Edison identified a number of key requirements.

OVERVIEW OF CON EDISON’S CONTACT CENTER

- Three sites
- 400 full-time agents
- 12 million calls per year
- Service 24/7; 365 days per year
- Calls answered by skill groups
- Rockwell switch and IVR
- Verint Systems’ Intelligent Recording Solutions:
 - ULTRA (full-time recording with Workflow Management)
 - ULTRASelect (quality monitoring)
 - Supervisor Dashboard for real-time monitoring and e-Coaching
- Cisco/Geotel for CTI
- Aspect/TCS for workforce management



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The vendor needed to have a documented relationship with their switch vendor (Rockwell), a reputation for reliability, a full-time recording and quality monitoring solution that would integrate with their existing infrastructure, and an excellent training and technical support program.

Con Edison conducted a thorough evaluation of the recording solutions in the marketplace and selected Verint Systems' Intelligent Recording solutions to improve the quality of their customer service.

"We were very excited after seeing Verint Systems' coaching solutions," said Marilyn Caselli, Vice President of Customer Operations for Con Edison. "Verint's system is able to sample voice and screens and provide coaching in real-time to our agents. The system has sophisticated tools such as on-line chat and whiteboard to "push" product and company information to the agents while they are assisting customers. The ability to distribute recording of calls throughout the organization is a major improvement to quality assurance, problem resolution and issue clarification."

SOLUTION

Con Edison's state-of-the-art contact centers are networked on a Rockwell ACD, utilizing Cisco/ Geotel for Computer Telephony Integration (CTI). Verint's recording solutions are tightly integrated with these platforms as well as the workforce management and desktop applications. The centers have about 400 full-time agents who respond to customer calls 24-hours a day, seven days a week, 365 days per year. The centers handle approximately 12 million calls per year, with a peak season during the months of July through October. These months cover the

heavy electric use due to air conditioning, as well as the peak relocation month of September and its increased service requirements. All calls are recorded with Verint's ULTRA™ Intelligent Recording™ platform and stored for immediate access for three months

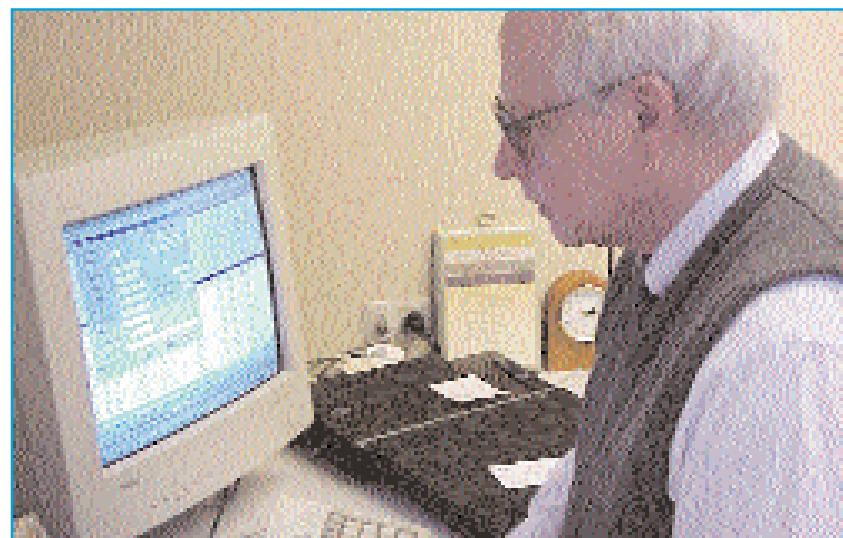
"Verint's ability to distribute samples to subscribers throughout the organization is a major improvement to our workflow."

Marilyn Caselli
Vice President of Customer Operations for Con Edison

to handle any customer inquiries, complaints, or required follow-up. Calls requiring a CSR are routed based on skill groups: gas and steam emergency, electric emergency,

bilingual, new accounts, high bill, retail choice and other special services. The contact centers are coordinated by a Command Center, based in Brooklyn, that forecasts the number of CSRs needed at any time to provide quality customer service. This group also takes actions to insure proper staffing during storms and provides reports on service performance.

Supervisors are responsible for evaluating the performance of the CSRs in their assigned group. Additional focus is also given to those CSRs that need more training.



"If you are a utility customer and you buy gas or electric service from a company, you want to make sure someone is there if you have an outage, or smell gas, 24/7, 365 days per year, Our goal is to make sure that happens," explained Bob Sherman, Section Manager Communications Management and Customer Assistance for Con Edison.

With Verint's ULTRASelect™, supervisors are able to automatically schedule their target monitoring sessions for each CSR. As Verint's recording solution is integrated to Con Edison's workforce management program (Aspect/TCS), CSRs' availability for monitoring is pulled from the existing workforce management schedule, eliminating the need for supervisors to create additional schedules, saving time and increasing the efficiency of overall operations. Supervisors are able to review the recorded sessions, with synchronized playback of voice and the CSRs' screens, at their convenience at their own desktops.

ULTRASelect provides a complete online evaluation system. Evaluation forms can be designed for an overall performance review of a CSR, or may focus on a specific campaign or concerns of an individual department. Various forms may be stored within the system, accessed and used online while playing back a CSR's recorded session (audio and screens), or during a live customer-CSR interaction. Evaluations can be saved to the system database for later review and reporting.



"With e-coaching, a Rep can be assisted on the spot and the customer gets proper service at the time of the call. This is a tremendous value for the supervisor and a very important benefit for the company," explained Henry Kolenovsky, Customer Service Supervisor.

A centralized evaluation form management feature allows forms to be shared with all three sites to ensure the enterprise is measuring the same standards across the board. Con Edison's standardized CSR performance evaluation form addresses four key areas: quality of service, listening skills, empathy with customers, and use of the right procedures and tools to address customer inquires and concerns. ULTRASelect's comprehensive reporting package enables Con Edison to review performance reports for each CSR, group of CSRs, each site, as well as compare results across all sites and groups and consolidate results for an enterprise-wide report.

"e-Coaching is incredible. I can do instantaneous coaching, seeing and hearing what the Rep is doing."

Henry Kolenovsky
Customer Service Supervisor

Verint's application implements an "information push" mechanism that presents relevant information upon login without Con Edison's supervisors having to ask (query) for it. This Workflow feature helps the user to track and maintain their daily workload. Information pushed includes work to be done (calls to be reviewed or evaluated), work recently done (recent evaluations for review with CSRs) and work done by others that need to be reviewed (such as

evaluations by supervisors reporting to the user). The application uses an Outlook-style format to provide a look and feel that users immediately feel comfortable with.

Con Edison is especially pleased with the benefits realized from Verint's groundbreaking Supervisor Dashboard with real-time monitoring and e-Coaching™. Supervisors are able to listen to and view CSR/Customer transactions in real-time, and collaborate with the CSR to intervene or provide on-line coaching. Using chat, the supervisor can provide typed instructions directly to the CSR's desktop. Other tools enable the supervisor to push documents to the CSR's desktop as well. Either a

supervisor or a CSR may initiate these voice and screen applications. e-Coaching allows supervisors to assist CSRs with calls in progress and facilitates immediate post-call review and training. This tool has been a tremendous advantage in helping Con Edison achieve their goal to increase first-call resolution.

"e-Coaching is incredible," exclaimed Henry Kolenovsky, Customer Service Supervisor. "I can do instantaneous

coaching, seeing and hearing what the Rep is doing. When a company such as ours spends money and has all the service tools, we want to know if the Rep knows which tool to use when, and if the tools are working for them as well as we want them to. Not just if they are being used, but if they are working." All calls are recorded for quality reasons, and are easily located and retrieved by employee number, directory number, event clarification number dialed by the customer, caller identification information, or date and time of the call. Verint's patent-pending technology enables voice recordings to be converted to standard file formats. Con Edison uses this feature to send recordings via e-mail to key executives, providing actionable intelligence throughout Con Edison.

BENEFITS

Con Edison received a number of benefits from Verint's Intelligent Recording solutions:

- Increased the number of first-call resolutions
- Increased the quality of their customer service
- Improved CSR training
- Increased Supervisors' and CSRs' efficiency of operations
- Provided improvements in workflow
- Provided comprehensive performance reports
- Provided actionable intelligence throughout the organization

Con Edison increased the number of first-call resolutions by leveraging the Supervisor Dashboard, which alerts supervisors to CSRs that may need assistance with their customer calls. Real-time monitoring enables the supervisor to listen to the call and view the CSR's screen to determine if assistance is needed using e-Coaching. By enabling CSRs to better assist customers on the first call, Con Edison has increased their CSRs' self-confidence and self-esteem while improving the quality of