

Westar Energy sees 80% customer satisfaction with Intelligent Virtual Assistant

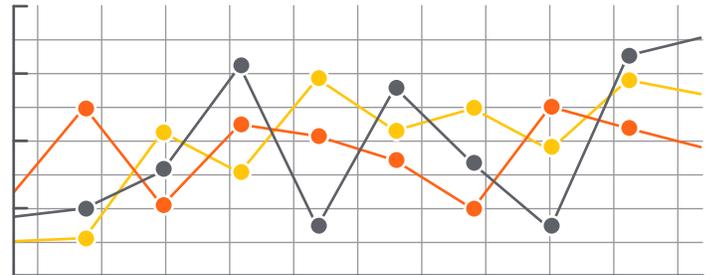
With a company-wide initiative to improve customer experience, Westar Energy wanted a customer care solution that would cut down on Customer Service Representative (CSR) handle times and improve self-service transactions. Westar worked with Interactions to implement an Intelligent Virtual Assistant that was suitable for a large utility company.

THE PROBLEM

While Westar's legacy, traditional IVR was getting the job done, it was managed in-house and run on little support. Because of this, analytics were slim and tedious to obtain, and there was no ability to listen to calls to understand why customers needed support. Without these crucial analytics, Westar was unable to detect, and therefore fix, issues with the technology.

Westar needed a solution that could better handle their volume of self-service customer inquiries, and provide better

insight to the customer experience, so they could add functionalities and improve the solution moving forward.



THE SOLUTION

After looking at other cloud-based solutions, Westar decided they wanted something more intuitive than a typical, menu-driven IVR. They also were looking for a solution that would provide better analytics so they could figure out what their customers were trying to get done and why.

Interactions worked closely with Westar to implement an Intelligent Virtual Assistant. The Intelligent Virtual Assistant was capable of all typical IVR functions, and then some, including proactive outage messaging that gives customers an update on their outage as soon as they call. Westar was able to add functionalities that its legacy IVR was unable to

complete, including updating email addresses and phone numbers which cut down on average CSR handle time.

Westar's goal is to provide efficient self-service, even if that means transferring a call to a live agent. With their new solution from Interactions, Westar was able to include an option that allows its customers to go straight to a live agent when that option is preferred.

INTUITIVE ✓

COST-EFFECTIVE ✓

FUNCTIONAL ✓

FLEXIBLE ✓

THE RESULTS

Focusing on self-service: 39% of callers are able to complete their transaction through self-service.

Increased customer satisfaction: According to recent customer survey results, more than 80% of callers are satisfied or very satisfied with the overall experience.

Improved JD Powers scores: Since implementation in 2016, Westar has seen an improvement in the following scores:

- Ease of phone menu instructions: 28% increase
- Ease of phone menu prompts: 25% increase
- Prompt in speaking to representative: 31% increase

Better understanding: Interactions Intelligent Virtual Assistant has the ability to understand dual languages, reducing the need to rely solely on agents for translations.



39% of callers complete their transactions through self-service.



More than 80% of callers are satisfied or very satisfied with the overall experience.



Since implementation in 2016, Westar has seen improvement in scores by 25% or more.

“With our new Intelligent Virtual Assistant, we have the flexibility and insight to analytics that we were missing before. Interactions worked closely with us from the start to ensure a successful implementation.”

—Darcy Dale, Resource Manager, Westar Energy

Westar Energy is the largest energy provider in Kansas with 2,400 employees and nearly 700,000 customers in much of east and east-central Kansas. Headquartered in Topeka, Kansas, their energy centers generate more than 7,000 megawatts of electricity, and operate and coordinate 35,000 miles of transmission and distribution lines. Westar’s mission is to provide safe, clean, and reliable electricity and superior customer care.



ABOUT INTERACTIONS

Interactions provides Intelligent Virtual Assistants that seamlessly combine artificial intelligence and human understanding to enable businesses and consumers to engage in productive conversations. With flexible products and solutions designed to meet the growing demand for unified, omnichannel customer care, Interactions is delivering significant cost savings and unprecedented customer experiences for some of the largest brands in the world. Founded in 2004, Interactions is headquartered in Franklin, Massachusetts with additional offices worldwide.

For more information, please visit www.interactions.com or call 866-637-9040

