



# Customer care services and outsourced meter-to-cash



## At a glance

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Industry:	Power Distribution
Location:	Central India
Customer Base:	Over 2.5 million consumers
Environment:	Regulated
Our Services:	eCare Call Center Services
Our Software:	mPower Suite

## Challenges

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- Need to shed the inefficiencies of the past
- Move closer to consumer to soften the blow of reforms in the deregulated era
- Enhancing consumer experience by being responsive
- Releasing valuable resources for operational issues
- Improving quality of service delivery
- Identify and prevent supply chain bottlenecks

## Benefits

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- Enhanced consumer experience
- Reduced complaint resolution cycles
- Optimizing field operations through real-time communication
- Release of resources for fault repair
- Complaints analysis to help forecast and prevent network failures
- Improved transparency and accountability
- Real-time dashboards for a consolidated view

## About Utility

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The utility inherited the inefficiencies of the past from its parent, decide to first strengthen its weakest link in the consumer value chain by enhancing consumer experience for future rewards

## Our Solution

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- Setup 24x7 centralized call center to handle supply related complaint
- Implemented mPower Contact Center application module
- Manned by well trained resources for efficient call handling
- IVR system for consumer self-service
- Real-time communication with field personnel for immediate dispatch and allocation of complaints for resolution
- Proactive consumer service till the complaint is resolved
- Escalation mechanism for unresolved complaints as per SLAs
- Consolidate dashboards for birds-eye-view of call center operations

## Accolades

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"We were proven right. Outsourcing is the way to go in the deregulated environment. This success gives us enough confidence to consider outsourcing all the activities in the consumer value chain, in the near future."

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