



Benchmarking Analysis and Best Practices for IVR

Project Sponsor

We Energies

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Executive Summary

We Energies, also known as Wisconsin Electric Power Company and Wisconsin Gas LLC, is a power utilities company which is a subsidiary of the Wisconsin Energy Corporation and is headquartered in Milwaukee, WI. We Energies strive to ensure customer satisfaction and believe it is essential to their day to day business. The company has a Customer Experience team that is responsible for providing excellent and consistent customer experience across all communications channels that customers use.

Taking into account the project background and motivation, the student team defined the project goal to be to assist We Energies in enhancing their customer's experience through an IVR system by conducting a benchmarking analysis and conducting best practices research.

At the start of the project, the student team met with We Energies to ensure that all project goals were addressed. After our initial on-site visit our team decided to split our project into three parts to conduct a thorough analysis that would achieve the defined project goals. The three major steps that led to the final recommendations consisted of analyzing IVR systems of We Energies' peers/competitors, interviewing other University of Wisconsin E-Business Consortium (UWEBC) member companies about their IVR practices and conducting a secondary web based research on IVR best practices to determine what the industry standard in IVR was.

One part of the analysis involved mapping out competitors IVR maps which proved to be a cumbersome task yet gave the team an in depth look at the IVRs and provided insights on different strengths and weaknesses of top utility companies in the nation. We compiled strengths and weaknesses charts for each company studied as well as comparing similar and unique features each company had to offer. To initiate the interview process with the other UWEBC member companies, we created an intuitive and detailed questionnaire that would the member companies could fill out if they were not available for the 30 minute teleconference meeting. The questionnaire consisted of 16 questions pertaining to the following categories: current state of IVR system, metrics collected, reporting, and technology/future vision.

Based on the industry IVR analysis, interviews with UWEBC member companies and secondary web based research and comparing We Energies current IVR, the team formulated recommendations we believe are important for We Energies to use. These recommendations include not repeating same options at multiple levels, making the menu consistent across all levels, offering different ways to access account information besides account number and to provide customer surveys after call handling.

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