

Case Study: *Utility*

A large generator and retailer of electricity and gas to the commercial, industrial, and residential markets in New Zealand, partners with Sitel to overcome debt recovery and future fuel supplies availability challenges through centralized customer care.

Objectives

- Meet growing fuel requirements in environment where domestic gas reserves are declining
- Increase recovery of debt
- Decrease costs
- Create economies of scale

Solution

- Provide end-to-end front and back-office support for 600,000 residential customers and 5,000 industrial customers

Results

- Created positive customer-focused reputation
- Reduced customer complaints and increased satisfaction levels
- Reduced resolution time by 10%
- Enhanced ability to gain market share
- Decreased cost of delivery by over 30%
- Improved service levels resulted in decreased churn by over 70%

Client Testimonial

"Sitel has shown it has a positive worldwide track record for the delivery of service. Working with Sitel has helped us reduce costs and enhance our brand image in the marketplace."

Client

