

Case Study: *Utility*

A European domestic energy supplier partnered with Sitel to improve the efficiency of their customer appointment-setting procedure.

Objectives

- Improve efficiency in their customer appointment setting procedure
- Improve the conversion of lead inquiries to appointments, thereby increasing the likelihood of sales

Solution

- Created a central heating appointment making process
- Centered focus on delivering high levels of operational competence and quality
- Expanded the coverage of additional products within the consumer central heating spectrum

Results

- Enabled agents to respond to customer inquiries more efficiently - leading to enhanced customer comfort and boosting sales potential
- Provided instant access to web browser
- Real-time booking of sales appointments
- Provided up-to-the-minute reporting
- Improved conversion of leads - 65,000 extra appointments from 33,000 fewer leads

Services

- Billing Dispute Resolution
- Bill Inquiry

