



## EPB Puts Chattanooga and Customer Service on the Map

### CHALLENGE

With its focus on customers, EPB needed to keep CSRs informed about performance levels and motivated about results.

### SOLUTION

Inova digital signage keeps CSRs informed and enables them to quickly respond to customers; Inova Performance Tracker gives executives real-time service results at their fingertips.

### BENEFITS

- Helps CSRs manage workflow for improved productivity.
- Quickly communicates CSR achievements for pride and satisfaction.
- Communicates objective performance to CSRs and management in real-time.
- Helps keep service levels high for happy customers.

Since 1935, EPB has provided electric power to the people of the greater Chattanooga area. Today, the company is one of the largest publicly owned providers of electric power in the country, serving more than 169,000 residents in a 600 square-mile area that includes Chattanooga, as well as parts of surrounding counties.

To describe EPB as an innovative company is somewhat of an understatement. In 2007, its Board of Directors approved an initiative to provide high-speed fiber optic broadband to every customer in its service area. Completed in 2011, this 100 percent fiber optic network now serves as the backbone for EPB's Smart Grid, the most automated, self-healing power system in the United States.

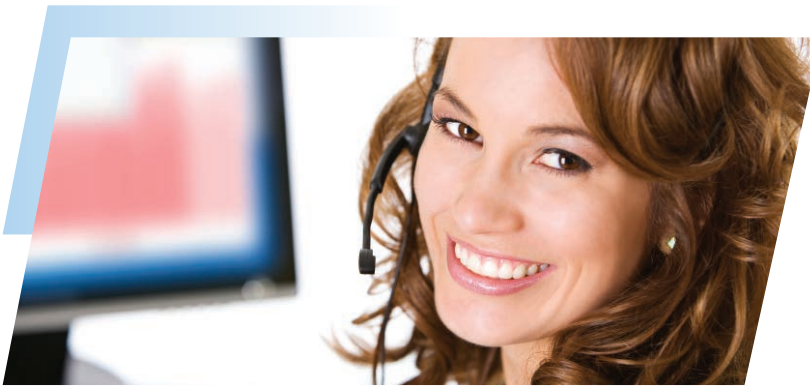
### A Gig of Customer Service

EPB also leverages its ultra-fast network to provide customers with high-speed communications services like Fi-Speed Internet, Fi TV and Fi Phone. "We offer a gig of Internet service to everyone," says Karen Thomas, assistant vice president of Customer Relations. "This has been great for our residents and business community in attracting new businesses to Chattanooga like Volkswagen and Amazon. As EPB serves more and more customers, we have expanded and enhanced our customer service center to meet the demand. Inova Solutions helps us consistently meet high standards."

Before the advent of the fiber optic services, EPB had 20 customer service representatives (CSRs) handling inquiries and support for its customers, 7 a.m. to 7 p.m., five days a week.

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“We are now a 24/7 center with 60 CSRs and 14 more coming onboard soon,” explains Thomas. “We are also expanding our center to include home agents. This virtual center will provide us with added, flexible capacity, when needed.”

Like its fiber optic network, EPB’s customer service is highly responsive. Key performance targets are a 2.5 percent abandonment rate and 20-second average speed of answer. “We realize these targets are aggressive, yet we intend to be available when customers need us,” adds Thomas.

## Real-Time Responsiveness

For EPB, keeping response levels high means keeping CSRs informed about their performance. “We understand the importance of our CSRs in serving our customers every day,” says Thomas. “We invest in their development, offer career paths, and reward them for achieving their performance targets.”

As the center grew, Thomas felt it was important to add a real-time performance management solution that included digital signage to provide up-to-the-second information to the CSRs.

Thomas adds, “Inova Solutions provided a solution that matched our needs. We also had a great experience with our Inova project manager. He was quick to size up any issues and make recommendations – he made it easy for us. He always went the extra mile to ensure we had what we needed and understood what we were doing.”

Since the initial installation, EPB has upgraded its solution to digital signage built on the Four Winds Interactive (FWi) content player for enhanced functionality and performance management benefits.

With her web development background, EPB Business Analyst Denise Beard puts FWi to the test.

“The ease of use is outstanding,” says Beard. “With the FWi content player, I can update our 15 displays quickly using the ‘drag and drop’ feature.”

Real-time performance metrics are retrieved from the center’s Automatic Call Distribution (ACD) system by Inova’s LightLink® software. The metrics are then prepared for display in custom reporting views on the LCD screens. Outage maps with the locations of company trucks as well as weather radar maps are also displayed.

“It helps us give customers immediate feedback – and it’s real time,” says Beard. “Our CSRs can see the storms approaching and know that in an hour they’re going to be rather busy. The forewarning is very useful.”

The digital signage is also used for recognition of CSRs making sales and achieving milestones. “Even though our environment can be stressful, we make our challenges fun,” explains Beard. “When CSRs reach performance milestones, we display their names to recognize their achievements.”

## Attention to the Details

Executives’ personal attention to customer service is what makes EPB truly exceptional. The president and vice presidents closely follow the center’s daily performance via Inova Performance Tracker® on their smartphones. Performance Tracker consolidates EPB’s most relevant metrics from its multiple data sources, displaying the information on a custom-built web dashboard.

“With Performance Tracker on their phones, they know what our abandonment rate is every day along with other significant KPIs,” says Thomas. “Our entire executive management team, even our president, uses Performance Tracker on their smartphones and tablets. When we’re out of the office, we can still stay on top of unexpected situations. It’s very helpful.”

As the company that delivered the fastest Internet in America, it’s not hard to believe that EPB believes in using technology to the fullest. “We wouldn’t be where we are today if we didn’t integrate technology to help us do our job,” says Thomas. “Inova Solutions’ technology gets people on the same page and helps us recognize them for a job well done.”

## A SILVER LINING

EPB’s Karen Thomas recalls April 27, 2011 when the company’s entire service area was hit with the most violent, prolonged and devastating storm system in company history. “Nine tornados and winds in excess of 160 mph left 75 percent of our customers without power – more than 126,00 homes and businesses. Even though our Smart Grid isolated problems and made corrections, we still had to work around-the-clock to restore power due to the magnitude of the storm. I remember all of our reps looking at the [Inova] displays, waiting for the number of customers out-of-power to drop below 10,000. When it did, there was a loud cheer! It helped us all feel a sense of accomplishment.”



Since 1984, Inova Solutions has been helping contact centers improve performance through the actionable use of real-time performance metrics and consolidated reporting. To learn more, visit [www.inovasolutions.com](http://www.inovasolutions.com) or call 1.800.637.1077.