

A landscape photograph showing a series of wind turbines silhouetted against a sunset sky. The sky transitions from a deep blue at the top to a warm orange and red near the horizon. The turbines are scattered across rolling hills, with some in the foreground and others receding into the distance. The overall mood is serene and modern, representing clean energy.

HOW TO **DEPLOY** A MULTICHANNEL CUSTOMER INTERACTION MANAGEMENT OPERATION

SCALABLE, MODULAR TECHNOLOGY SOLUTIONS THAT GROW AND ADAPT TO CHANGING MARKET NEEDS



IBERDROLA is the top renewable producer in Europe and the USA, one of the top five utility groups globally and the world's leading producer of wind power.

They provide customers worldwide with the cleanest energy on the planet.



31
countries



28.000
employees



100 million
customers

Altitude Software has been working with Iberdrola since 2000 in a strategic relationship, that created a greater understanding of the energy business and of Iberdrola's specific business needs.

2000

Deployed Altitude Xperience, including Inbound IVR

2010

Deployed an Outbound IVR

2012

Deployed Altitude Multimedia Module

“By using the Altitude uRouter we have been able to automatically classify email interactions with effectiveness close to 80%. Now we can manage contacts more efficiently, and it reflects on a better level of service and increased customer satisfaction.”

Joaquín Ramón – in charge of the Technology Management for Non-Presential Channels,

Iberdrola Generación 

WHERE WE STARTED

Implemented an IVR solution with voice recognition, that enabled customers to:



Call the contact center



Identify themselves with a contract reference



Provide reading of their energy meter

A few years later, Iberdrola deployed Altitude IVR for Outbound:



For surveys to evaluate the quality of customer service



For gathering customer data and needs for new business development



For telemarketing and sales campaigns

Then, Iberdrola added an additional Altitude module, replacing Microsoft Outlook, to face the high volume of email interactions.



Route emails to the most appropriate agents in the contact center



Automatic Routing using skills such as language and specific keywords

WHAT WE ACHIEVED



Easy, automated and proactive communication of meter readings



Better multi-language customer service



More effective automated customer surveys and email contact management

CONTACTS

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