



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.



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