rSTAR TECHNOLOGIES

Oracle Integrations Improve AI Call Center Efficiency for Energy Industry

CASE STUDY

Overview

Our client, a prominent North American energy and utility provider, sought to enhance call center efficiency, customer satisfaction, and agent response times. rSTAR developed an integrated suite of Oracle Digital Assistant, Service Cloud, CC & B, Outage Management, and Opower, leveraging AI to enable omnichannel communications. This strategy significantly reduced call center volume, shortened response times to customer emails, and efficiently addressed billing and outage queries, all while ensuring high customer satisfaction and improved agent training.

CHALLENGE & SOLUTION

The Challenge

The energy and utility client sought an expert Oracle integration and AI/CX partner to help them:

The Solution

rSTAR built the following AI-based call center enablement resources:

Reduce Call Center Volume

- Reduce daily call center volume without sacrificing service quality.

- Deflect routine calls and rapidly answer customer questions.

Provide Faster Response Times

- Shorten agent response time while improving response accuracy.

- Provide accurate, consistent responses across call center, chatbot, email.

Improve Service Quality

- Ensure excellent customer service throughout all utility contact centers and channels.

- Provide an omnichannel contact center experience with fast, efficient, and accurate billing, outage, and similar response information.

Oracle Digital Assistant to Deflect Calls

- Set up Oracle Digital Assistant chatbot to answer (and deflect) routine calls from the agent queue.

AI Call Center Support

- Created AI-based email response that scans the customer's email, connects via APIs to CC & B, OMS, and Opower, creates response and shares with human contact agent, who verifies accuracy before sending it to the customer.

Enhanced Agent Training

- Established on-screen, AI-based feedback model to to improve agent training and enable them to respond more efficiently and accurately to customer queries.

Oracle Platforms

Oracle Digital Assistant

Oracle Service Cloud

Customer Care & Billing

Outage Management

Opower

RESULTS

25% reduction
in call center volume thanks to Oracle Digital Assistant.

50% faster
response time to email inquiries through integration of multiple databases into Oracle Service Cloud.

87% improvement
in customer satisfaction with the chatbot and its answers.

rSTAR: AI Call Center Efficiency Experts for Asset-Intensive Industries

rSTAR specializes in transforming leaders within asset-intensive industries into pioneers of business efficiency and innovation. We excel in enhancing AI-driven call center operations, significantly boosting efficiency and customer satisfaction. Our expertise also extends to upgrading and expanding Oracle utility applications, bringing state-of-the-art innovations to your billing, outage management, and field services. With a focus on AI integration and IT modernization, rSTAR is the partner of choice for industries looking to leverage cutting-edge technology to advance their operations.

Partners with Deep IT Knowledge:

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