



ARISE UTILITIES AND ENERGY SOLUTIONS



With more choices than ever, and an increasingly informed customer base, Utility companies are focused on improving customer engagement and the customer experience to remain competitive. A sophisticated agent, a well-designed self-help and digital strategy, and the ability to flex on demand when outages happen are all mandatory items to ensure a successful CX for today's utilities.

The Arise Platform for Utilities represents the ideal CX solution, delivering a high-quality, domestic customer experience, with significant flexibility to adapt to swings in demand. Authentic customer connections instead of busy signals will help your customers know that your brand is listening.



The Utilities Customer Experience is Changing

Digitally native customers are expecting more from every company they engage with, Utilities are no exception. Deloitte's experts say that "Electricity customers are accustomed to a "new normal" and demanding to be heard"¹. Today's customer is more educated than ever before, wanting to make not only the best fiscal choices, but also the most socially responsible ones.

Your customers have smart technology to monitor and manage their utility usage and are informed of major shifts that are happening in the marketplace. They want more, for less, and are holding Utility and Energy companies to their "instant gratification" mentality.

Customers expect information "on-demand" and while they understand that outages are possible, they need transparency in actions, and restoration of service, quickly.

In the "digital first" experience that many Utility companies are adopting, customers have the information they need, at their fingertips, to make informed choices, answer routine questions, and perform basic transactions (bill payments, service start/stops/transfers, etc.) through self-serve options. They reach out when things go wrong. This is the moment that can make or break the

customer experience, an experience that can be amplified and broadcasted across social media to drive brand sentiment and general public opinion. It's this moment your brand cannot get wrong.

And the Market is Uncertain

Fluctuations in the global energy and commodities markets continue to put pressure on Utility companies.

The need to provide and market environmental, "green" products and services is adding to operating costs, yet competitive forces from alternative energy sources and ongoing economic burdens to the consumer base are increasing sensitives to price points.

Additionally, Utilities are challenged by absorbing the costs of remaining digitally relevant to expecting consumers as traditional cost-of-service regulatory structures do not encourage innovation or incentivize the investments necessary to satisfy customers' evolving needs.²

In short, the disconnect between customers wants and expectations, and the Customer Experience (CX) budget, increases each year. Utility companies need affordable options to remain competitive.





Arise

Keeping up with the customers of today and tomorrow, Utility companies should partner with the best and brightest to deliver exceptional, responsive CX. Smart brands will engage solutions that deliver authentic customer connections and provide significant flexibility, at cost competitive price points. **Smart Utility companies choose the Arise Platform.**

Arise for Utilities

Arise is a leading provider of on-demand BPO services. We connect Service Partners (network of virtual customer support businesses and their agents) to our clients through our innovative technology and support platform, a solution that delivers an exceptional CX.

Service Partners on the Arise Platform are digitally-savvy, domestic brand champions, often customers of the brands they support, capable of truly connecting to your customer base.

The Arise Platform allows Utility and Energy brands to ramp up and flex service across multiple channels, in a seamless fashion, by facilitating scheduling in 30-minute intervals (which can be added, or removed, on-demand) rather than 6-to-8 hour shifts. Arise helps keep your customer lines open, even when your services are down.

THE VALUE

The Right Solution Driving the Right Connections Domestically-based Service Partners on the Arise Platform are statistically more mature (average age of 38), and more educated (1/2 have a college education) than traditional call center Service Partners. The entrepreneurial spirit they possess as independent contractors is typically associated with a **high level of emotional intelligence, empathy, and diplomacy** needed to handle the sometimes-sensitive nature of Utility customer concerns.

The **authentic customer connections** delivered through the Arise Platform are the foundation for a strong customer experience and an ultimately positive customer sentiment in the market. In an industry where customer complaints can have lasting ramifications from regulatory forces, a positive customer sentiment is truly worth the investment. In fact, where regulated markets are concerned, a recent JD Power / SNL Energy study³ showed customer satisfaction is a key indicator of return on equity.

Targeted Sourcing to “Keep the Lights On”

Another key to a happy customer is the ability to respond promptly to concerns or issues. Extremely important as outages occur, the Arise solution





ensures your customers are not “left in the dark” when it comes to the customer experience.

Our ability to facilitate the delivery of services from your local vicinity is one that sets the Arise solution apart from traditional CX solutions. Your customers can be serviced by Service Partners who are in your footprint and possibly customers of your brand. They understand the local market, economic situations, geographical references, and more. Our ability to extend well beyond this footprint is what keeps you **flexible and responsive** when your customers need you.

When an outage to your service takes your internal call center or partner sites out as well, the Arise Platform gives you access to qualified and certified Service Partners to support your customers, who can step up, on-demand, and ensure coverage on your queues. Being unbound by physical sites, the virtual nature of the Arise Platform allows your customers to still be heard during these critical times of high demand.

Significant Flexibility

With the ability to request “urgent service” support from our network in half hour increments, the Arise approach can help you be responsive to call spikes as they are happening. The **ability to turn on 20-40% of additional flex support** makes a huge impact when things do go wrong.

At a Lower Cost

Finally, the flexibility and high quality of a domestic solution does not have to cost a premium. Through elimination of unproductive time and optimization of overhead costs, the total cost of ownership of the Arise solution is 20-30% savings over other onshore delivery options (typically comparable to nearshore delivery costs). You no longer are pressured to choose between quality and costs, you can deliver exceptional CX on budget.





SOLUTIONS AVAILABLE THROUGH THE ARISE PLATFORM

CUSTOMER SUPPORT SERVICES

- General Inquiries
- Start/stop/transfer service (move in/move out)
- Billing inquiries
- Customer complaint resolution
- Payments and arrangements
- Outage reporting
- Early stage soft collections
- "Go green" consultations
- New constructions

SALES

- Inbound/outbound ready
- Residential
- Business/commercial
- Contract renewals
- Cross sell/upsell
- Alternative energy source inquiries and sales
- Opt-in/Out-out

LOYALTY

- Membership
- Loyalty program account management
- Retention sales

Application One: Improving Service While Lowering Costs

Our client, a UK utility giant providing electricity and gas to millions sought to improve their customer experience after a particularly challenging time in which IT and system changes caused significant billing errors. Poor resolution rates, low customer satisfaction, and lower NPS drove numerous complaints that were escalated to regulatory bodies, resulting in large penalties.

With the goals of being more transparent with customers, having resources available during peak load times, and providing a higher customer satisfaction, the client partnered with Arise.

Through this partnership, our client was able to:

- Align with volume spikes and increase service levels
- Realize an effective annualized attrition rate of 26%.
- Improve FCR by 3%
- Increase NPS by 14% through reduction in wait times and focus on quality
- Reduced total cost of services by 22%
- Win an award for Utilities Outsourcing Project of the Year

26%

Effective Attrition

3%

Reduction in FCR

14%

Increase in NPS

22%

Reduction in Costs



Reduction in Costs

Pleased with results delivered through the Arise Platform, in Q1 of 2019 this client extended its contract with Arise for three more years.



Application Two – Business Continuity

In 2017, Hurricane Harvey devastated parts of Texas with torrential downpours and days of ensuing floods. Causing over \$125 billion in damages, destroying thousands of homes, and disrupting hundreds of thousands of utility customers, the storm was one of the costliest in U.S. history.

With our Texas-based client's operations disabled in the impacted area, there was a need to address the initial call surges, as well as support customers who struggled with the reality of reestablishing themselves after losing their homes and belongings.

Our client required not only urgent and ongoing flexible resources to assist with increased and rebalanced call volumes, but also an Service Partner capable of handling the heavy emotional burden that some of the calls entailed. One who could represent the voice of the brand as empathetic and build customer loyalty in this difficult time.

Empathic Flexibility to Support Disaster Recovery



With experience handling hurricane relief for several other clients, Service Partners on the Arise Platform were ready to step up and support. Immediately redirecting calls and urgent service requests from impacted areas, Service Partners on the Arise Platform helped **support initial call surges**.

Support in the months of "aftermath" was augmented by Service Partners across our network, with the clear distinction that resources in other hurricane prone states (i.e. Florida and Georgia) could **empathize and better support the more challenging customer calls** than those without this experience. The client recognized the difference this made to their customers and their brand.

During the three months following Hurricane Harvey, Service Partners on the Arise Platform ramped as much as 116% above forecast, delivering over 27k additional hours of support. The biggest difference was in the CX; partnering with Arise, the client was clearly able to deliver the level of care and support appropriate for the gravity of the situation.

ENERGIZING THE UTILITY CUSTOMER EXPERIENCE THROUGH ARISE

Utilities can use the Arise Platform for:

- Proactive outbound campaigns to new introduce services/offerings
- Promoting digital channel functionality designed to enhance the CX
- Surveys, focus groups, and more, designed to garner market and brand insights.

Through the highly capable Service Partners in the Arise network, you can encourage customers to opt-in to demand response, home energy audit, market surveys.

Service Partners can also inform and educate customers on energy programs as well as self-serve capabilities that can help improve the customer experience while driving call deflection.



Delivering Results for Utility and Energy Brands

Through our multi-channel offerings, Arise is ideally poised to help our clients achieve

- Improved CSAT, NPS, and overall CX
- Improved flexibility and responsiveness to your customers
- Reduced total cost to serve

Through the day-to-day operations, routine service disruptions, or more serious disaster situations, the combination of flex and quality achieved through the Arise Platform is unparalleled by alternate solutions charging considerably more. The choice for Utility and Energy brands looking to partner with the right company to provide short and long term CX impact is clear, Arise.

Let's talk about what Arise can do for you!

If you'd like to learn more about Arise, please visit us at www.Arise.com or contact us at info@arise.com or call us at 855-274-7301

About Arise Virtual Solutions Inc.:

Arise is a pioneer of on-demand customer management business process outsourcing solutions. Our powerful cloud-based platform provides a virtual nationwide network to connect work-at-home Service Partners running small call center businesses to companies needing customer engagement and other business services. Built to scale, the Arise Platform enables a superior customer experience for innovative enterprises from startups to Fortune 500 companies.

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1. <https://www2.deloitte.com/us/en/pages/energy-and-resources/articles/power-and-utilities-industry-outlook.html>
2. <https://www2.deloitte.com/us/en/pages/energy-and-resources/articles/power-and-utilities-industry-outlook.html>
3. JD Power.com, "How Customer Satisfaction Drives ROE Regulations" <http://www.jdpower.com/resource/how-customer-satisfaction-drives-roe-regulated-utilities>

