



CASE STUDY:

Inbound Regulatory Adherence & Technology Integration



OVERVIEW

In Ontario, Canada, Bill-55 calls are inbound calls that are required to be made by HVAC Field Technicians along with the client present, to our contact centre. Our contact center then validates all sales and installation of HVAC and Water Heater equipment.

Energy companies are required by Ontario Law to manage Bill-55 calls in a highly prescribed manner, with very specific disclosures being shared verbatim, including legal terms and conditions delivered by call center agents.

CHALLENGE



Failure to disclose terms results in the sale of HVAC system installation being voided.



3-4 mins long disclosure scripts are a challenge to deliver.



Disclosure calls are expensive to process. Approx. 90,000 per year with an AHT of 9 minutes.



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SOLUTION

- Leveraged our SoundBoard 360 technology to facilitate Bill-55 transaction adherence. Integrated it with professional voice talent to pre-record customized messages, managed by a live agent. Agent used a keyboard to deliver essential messages during the call and closes with a pre-recorded disclosure statement.
- The agent interacted with the technician and client using this technology - a 100% seamless system with perfect interaction on every call.
- All client questions were answered with the assistance of pre-recorded FAQ.

RESULTS

33%

Average handle time dropped by 3 minutes or 33%

230K

Annual cost savings

100%

Quality scores moved up from 86% to 100%

15.4%

Increase in FCR. Jumped from 84% to 97%

ABOUT CONTACTPOINT 360

A Global Contact Center Operator, ContactPoint, 360, Inc., based in Toronto, Canada with locations in North America, South America, Europe, and Asia has reimagined the business process outsourcing sector by creating a new hybrid approach to CX support, combining omnichannel contact center operations, marketing agency services, digital transformation solutions, and an in-house software development division. The company's international team of subject matter experts are highly skilled in key industries such as Banking, Technology, Retail, Travel, Healthcare, Government, and Utilities. This expertise, along with the full suite of unique services, enables CP360 to provide end-to-end CX solutions to clients in a one-stop-shop environment.



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