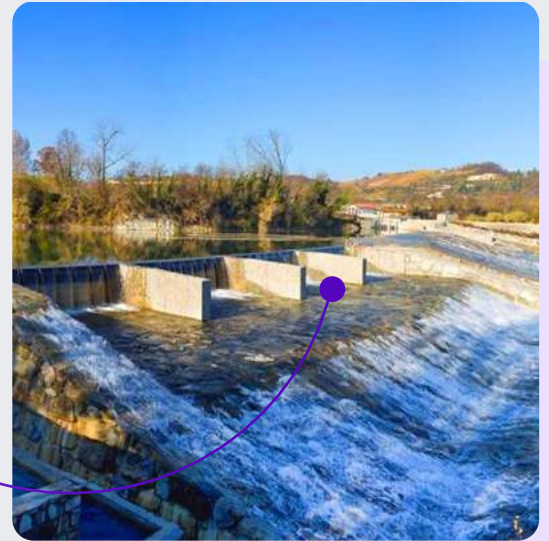


Energizing the customer experience

Italian green energy provider EGEA leverages Talkdesk to power up its contact center.



Use case

Sales

Industry

Utilities

Integrations

Talkdesk for Salesforce (planned)

Key metric

↑ Flexibility, ↑ Productivity in securing new customers, simplicity & ease of implementation

Partner



Challenge

EGEA Group was running on an on-premise system, which lacked the flexibility the contact center required when its agents were forced to work from their homes during the pandemic. The legacy platform also lacked the robust reporting features that executives needed to comply with Italian regulations.



Solution

EGEA Group was introduced to Talkdesk through its customer experience partner, Comdata Italia, which recommended Talkdesk Studio, Callbar, Dialer Live and Explore for their ease of use and integration with Salesforce.



Results

After an initial 10-license installation, EGEA Group has expanded its use of Talkdesk twice in its first year of use, expanding use of the platform to its waste collection and disposal service desk. The company currently has 40 agent licenses, with an expectation of further expansion across the group.

Renewing engagement with customers

EGEA Group is a renewable energy management company, providing sustainable water, electric and natural gas services to residential and commercial customers throughout Italy. Based in the northwestern city of Alba, EGEA staffs two call centers with approximately a dozen agents, who handle an average of 13,000 inbound and outbound calls per month.

EGEA's inside agents were at first resistant to adopting theTalkdesk system. Once implemented, however, the agents realized that the Talkdesk system was easy to use and provided better access to customer data, which enabled them to improve the quality of their work and boost productivity.

A personalized customer experience is a key differentiator for EGEA, which is looking to expand its base of subscribers to its sustainable energy service.

EGEA Group's CIO says it is a personal mission to enable the EGEA customer service team with the digital services and tools that will enable them to provide a superior CX.

While the group currently is simply managing inbound customer calls, eventually the Talkdesk implementation also will enable the EGEA contact center agents to conduct outbound marketing to existing customers to sell in additional or enhanced services.

Because of Talkdesk's cloud-first architecture, the EGEA contact center agents now have more flexibility in how and where they do their work.

Agents can now work from home with complete access to all of the Talkdesk platform's features to make customer appointments and address other service issues.



"As a service organization, customer experience is very important to our team. With its tight integration with Salesforce, Talkdesk then will be able to provide all customer information needed to resolve customer enquiries at agents' fingertips."

— CIO AT [EGEA GROUP](#)



Increasing agent access to customer data

EGEA sought a new contact center solution because its existing platform made it difficult for agents to effectively manage inbound calls due to a lack of access to customer data. The Talkdesk implementation will also eventually enable the EGEA contact center agents to conduct outbound marketing to upsell customers on additional or enhanced services.

Also key was Talkdesk's cloud-first architecture, which enabled EGEA agents to work from home rather than coming into the office during the pandemic.



Plugging into the system

For EGEA's CIO, the simplicity and ease of implementing the Talkdesk platform was a huge plus. Working with technology consultant Comdata, EGEA implemented a number of Talkdesk products and features, starting with the Talkdesk Studio interactive visual designer. Using Studio, Comdata and EGEA designed and configured the new call center workflow to improve agent productivity.

Central to the new EGEA setup is Talkdesk Callbar, which provides agents a fast, reliable way to handle phone calls via Talkdesk.

The web-based application enables agents to make and receive calls from anywhere on the desktop. Agents also are empowered with Talkdesk Dialer Live for automated outbound calls.

To manage it all and measure contact center KPIs, the EGEA IT team leverages the Talkdesk Live real-time reports and has built customer reports using Talkdesk's advanced business intelligence tool, Explore. These reports enable management to ensure compliance with Italian laws as well as measure company KPIs such as percentage of abandoned calls, average wait times and average wait times including time interacting with the system's IVR.



"In our experience, Talkdesk has been a great improvement over our previous contact center platform, It was easy to implement and had all the features we were looking to empower with, and our agents have become more productive in securing new customers."

— CIO AT [EGEA GROUP](#)

About Talkdesk

Talkdesk® is a global cloud contact center leader for customer-obsessed companies. Our automation-first customer experience solutions optimize our customers' most critical customer service processes. Our speed of innovation, vertical expertise, and global footprint reflect our commitment to ensuring that businesses can deliver better experiences across any industry and through any channel, resulting in higher customer satisfaction and accelerated business outcomes.

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Customer stories:
[EGEA group](#)