

How Synthetix Helped Major Utility Company Significantly Reduce Call Volume And Chat Times

Working together from 2009, our Utility customer continues to provide excellent CX through a blend of Synthetix's self-service and agent-assisted customer service channels.

Company Profile



3,000 Employees



Serving 1.4 Million Homes & Businesses



Multilingual Customer Service

Reducing Calls And Chat Duration Whilst Boosting Customer Satisfaction

The customer experience was streamlined as a result of self-service channels that included multichannel capabilities and smooth escalation to agent-assisted channels – all of which contributed to high customer satisfaction.



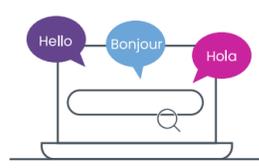
28% Call Deflection Rate

By providing customers with the tool to effectively self-serve where possible, the number of phone calls regarding routine queries dropped, resulting in a reduction in contact centre costs.



Live chat duration was reduced by 16%

Synthetix live chat integrates with Identification & Verification (ID&V) software and harnessed its predictive AI suggestions to reduce chat duration.



Multilingual self-service

Providing multilingual support, catering to many audiences' language needs and improving customer satisfaction.

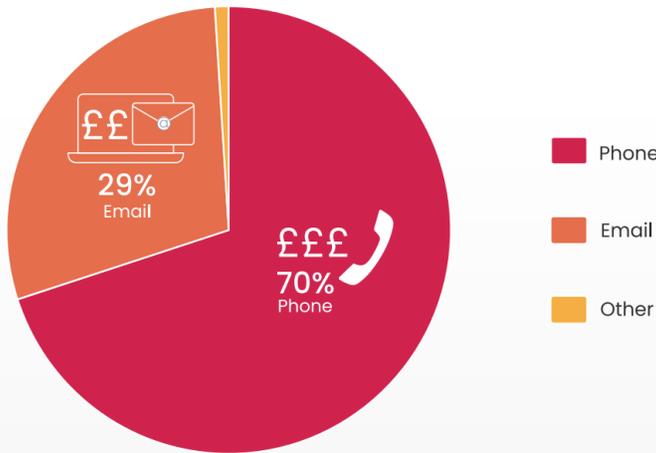


Customers ranked the overall experience as a 9.2/10

The implementation of self-service software enhances the customer journey, improves CX and helps to maintain good customer satisfaction.

How would you have contacted us if live chat wasn't available?

The implementation of self-service software enhances the customer journey, improves CX and helps to maintain good customer satisfaction.



Across the industry, calls and emails can be 6 and 2.5 times as expensive as live chat respectively. As a general rule, prioritising live chat over these channels is a cost saving mechanism.

Our Journey Together

2009

Our client chose Synthetix's self-service software, Knowledge: For Your Customers to help manage customer contact, improve CX and reduce agent-assisted customer service interactions.



2012

In 2012, our Utility client implemented our live chat and internal agent knowledge software to quickly and directly solve customers' online queries more efficiently than over the phone.

2020

To help serve their audiences effectively, our client deployed Synthetix's multilingual service chatbot, Xan with multilingual capabilities.



2022

To help better serve its customers through the contact centre, Synthetix integrated our intelligent knowledge base software, Knowledge: For Your Team, with Genesys' contact centre technology.

Now

Our Utility client continues to deliver excellent CX through the utilisation of Synthetix's customer service tools.

