

# 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.



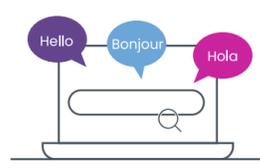
**28% Call**  
Deflection Rate

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.

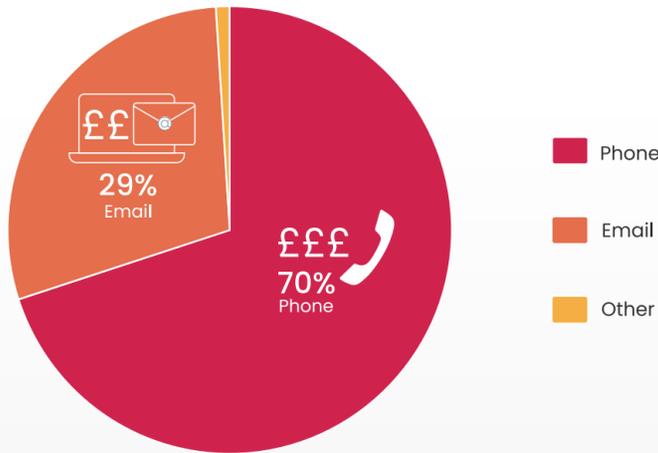


**Customers ranked the overall experience as a 9.2/10**

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 customer 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.

