

E Source Review of NORTH AMERICAN ELECTRIC AND GAS COMPANY IVRS: 2011

The E Source Review of North American Electric and Gas Company IVRs compares the data from 96 interactive voice response systems (IVRs) to bring you this year's rankings. Since 2004, E Source has been benchmarking utility IVRs to gauge how successful they are in serving residential customers. Our study has become the industry standard for assessing IVR improvements as they relate to customers' contact preferences.

WITH THIS COMPREHENSIVE REVIEW, YOU CAN:

- Focus your attention—and limited resources—on high-impact improvements to your system
- Better understand your customers' needs and experiences
- See how your company's IVR performs compared to those of other utilities
- Learn IVR best practices for your industry

Methodology

The 2011 review includes 13 tasks, ranging from basics such as finding payment locations and reaching a customer service representative to more advanced self-service options such as checking an account balance and making a one-time payment. This year, we reviewed two of the tasks on mobile phones: reporting an outage and making a payment.

The choice of features and functions was based on E Source market research in which we asked customers what they want to find and use on their utility IVR. We also gathered advice from utility industry thought leaders and E Source experts.

Our benchmarking process:

- Is based on actual residential energy customer IVR use and feedback
- Gives equal weight to functionality and usability
- Compares the usability of a given function or task to best practices from all types of company IVRs, not just utilities
- Has quality assurance checks built into the process to ensure accurate scoring

Are your customers getting what they need from you when they call? Contact us to find out.

Benchmark your IVR against those of other electric and gas companies.

WHAT YOU GET

EXCLUSIVE 2011 RANKINGS REPORT.

Review ratings for all utilities with overall results and analysis for the 13 tasks.

PERSONALIZED IVR ASSESSMENT.

Our IVR experts will perform a thorough evaluation of your company's IVR based on our review criteria.

RESULTS TELECONFERENCE.

Find out what we learned during your IVR assessment with a focus on what works and what doesn't.

RECOMMENDATIONS.

Learn what specific actions you can take to be sure your IVR meets your customers' needs.

UTILITIES RANKED IN THE TOP QUADRANT CAN USE THIS LOGO

