

How does your IVR stack up against other electric & gas company IVRs?

Find out in the **E SOURCE 2009 Review of North American Electric and Gas Company IVRs**. We've collected data from 95 interactive voice response systems (IVRs) to bring you this year's rankings.

North America's Best Utility IVRs 2009

Our standard for this IVR review is **customer-driven**. We're basing our assessments on what customers have told us is important to them. Improving customer satisfaction requires knowing what your customers experience when they call you—find out with the *E SOURCE 2009 Review of North American Electric and Gas Company IVRs*.

With this comprehensive review of utility IVRs, 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 with others in the industry
- Learn IVR best practices for your industry

Once you know your ranking, you're ready to learn how **E SOURCE** can help your IVR deliver outstanding customer service. Using the knowledge and best practices gained from years of thoroughly investigating utility IVRs, we're ready to help.

Methodology

This year the review includes 13 customer tasks and functions, including reporting a power outage and paying a bill. Plus, we've improved our review process to ensure that our benchmark scores are more reliable and the data you receive is more accurate. Our benchmarking process:

- Is based on actual residential energy customer IVR use and feedback
- Gives equal weight to functionality and usability
- Compares usability of a given function or feature to best practices from all types of company IVRs, not just utilities
- Has 100 percent quality assurance—we're using multiple reviewers so every task and function gets double-checked

What makes our ranking the industry standard?

- Since 2004, **E SOURCE** has been benchmarking utility IVRs to gauge how successful they are in serving residential customers.
- We're testing tasks and functions using the latest market research. Residential customers told us what is most important to them when they call their utility. ("Self-Service Customer Care in the Energy Industry," *E SOURCE Market Research Study*, 2008)
- You're getting detailed analysis of the entire customer self-service experience because we're testing transactions as completely as possible.

Highlights of what you get with the **E SOURCE** IVR assessment

- **Exclusive 2009 rankings report.** Review ratings for all utilities with in-depth results and analysis for all 13 tasks and functions tested.
- **Personalized IVR assessment.** Our IVR experts will perform an exhaustive review of your company's IVR and evaluate your ranking score.
- **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.

Are your customers getting what they need from you when they call?

Contact us to find out.



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Top-ranked utilities can use this logo