



## E Source Web Site & IVR Improvement Services

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What drives satisfaction when residential customers contact their utility company? According to E Source research, it depends on why they contact you and what channel they use—phone, web site, or interactive voice response unit (IVR). If you're looking for lower customer service costs plus increased customer service satisfaction scores, we can help.

To improve customer service across all your contact channels and to help you better understand your customers' contact preferences by inquiry type, we offer two E Source improvement services: Web Site Assessment and IVR Assessment.

Many utilities look to self-service channels to reduce call center costs and to increase customer satisfaction, but our research shows that those goals are rarely met without usability testing and benchmarking.

### Why Choose E Source?

E Source researchers have listened to and assessed more than 100 utility company IVRs. Our in-depth study shows that the top-rated utilities have designed their IVRs with their customers in mind, making it easy for callers to find and use the automated services. Unfortunately, many more utilities provide systems that fail to consider the customer's experience and cause frustration—leading callers to opt to speak to a live phone agent or simply hang up.

The status quo isn't any better on utility web sites. Although many more utilities now offer online self-service functions for customers who prefer to interact with their utility via the web, those utilities that fail to make enhancements to their web site on a regular basis usually suffer a drop in customer satisfaction.

Press releases for the web site and IVR benchmarking studies that we publish present the utility rankings by geographic region. You can use the insights from our in-depth research to address the challenges posed by these newer contact channels.

[Download web site benchmarking study press release \(145 KB PDF\)](#)

[Download IVR benchmarking study press release \(116 KB PDF\)](#)

### What You Get

For each assessment, our highly skilled and experienced professionals will:

- Conduct an in-depth initial benchmarking assessment of the web site or IVR.
- Discuss your results with you.
- Provide specific, actionable recommendations for improvement.

For optimal results, take advantage of both assessments.

[Download the brochure.](#)

Standard & Poor's has written on the relationship between J.D. Power and Associates' customer satisfaction scores, the regulatory environment, and bond ratings. [Click here to read more.](#)

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For more information or to purchase these services, please contact us:

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**Andrew Heath**, director of E Source Customer Satisfaction Services—which includes the *E Source Utility Customer Care Service*, *E-Business Service*, and *Utility Communicators Service*—oversees the improvement services, leads the web site review team, and provides overall project management and direction.

**Sandy Goodwin**, director of the *E Source Utility Customer Care Service*, leads the IVR review team and provides actionable recommendations and best-practice assessments for subscribing companies. She also links survey results to practical call center issues and implementation practices.

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