



# South Jersey Gas Contact Center Optimization Consulting Case Study



## Key Highlights

- Used a three-step approach to optimize SJG's contact center operations
- Created a multiyear strategy roadmap to address pain points and future business needs



## Challenges

South Jersey Gas (SJG), a subsidiary of South Jersey Industries, provides natural gas to more than 380,000 residential, commercial, and industrial customers in a service area covering over 2,500 square miles of southern New Jersey. A member of the KLD Global Climate 100 Index, SJG promotes energy efficiency throughout its service area and is a sponsor of Sustainable Jersey, a certification program for municipalities in the state that are embracing green energy and sustainability.

SJG had embarked on an overhaul and replacement of its customer information system (CIS) that added a great deal of additional work and disruption to an already-strained contact center workforce. The utility relied on an outsourced contact center to alleviate the workload, but quickly learned that they didn't have sufficient documentation, training, technology, or oversight to enable them to meet customer expectations. As a result, SJG's customer satisfaction dropped significantly and adversely affected employee morale. The company urgently needed to transform its contact center organization and technology in order to improve the customer experience.

## Solution

The E Source consulting team led the effort to alleviate customer pain points using a three-step approach that included comprehensive discovery, planning, and implementation phases. The team conducted more than 50 stakeholder interviews, fielded employee surveys, and analyzed operational processes and customer research to create a current-state assessment, which enabled them to compare SJG to industry peers and best practices. Using this report, E Source created a multiyear strategy and roadmap, including an analytics framework, organizational redesign, governance structure, and technology implementation plan needed to improve the overall customer experience and internal morale.

## Results

Ultimately, E Source identified over \$2 million in annual savings that SJG could realize post-implementation while simultaneously increasing customer satisfaction, employee engagement, and brand strength. According to Dave Robbins, president of SJG, E Source "hit a home run" with the project roadmap and proposal. SJG has since adopted all of E Source's strategic recommendations. E Source continues to work with the utility to implement its voice-of-the-customer (VOC) research program and to continually update the technology requirements for its contact centers.



For more information about E Source Consulting Solutions, visit [www.esource.com/consulting](http://www.esource.com/consulting) or contact us at [esource@esource.com](mailto:esource@esource.com) or 1-800-ESOURCE.

