

General information:



Adaptation of the Customer Service Center of Iberdrola to the liberalization of the gas and electricity market

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Client:

Name & surname
of contact:

*Manuel Solé,
Head of Department of the Telephone Channel*



“ In 2012 and 2014, thanks to the help of Unisono, Iberdrola won the award for the best customer service center in Spain according to the Spanish Customer Relations Association, as a result of having made improvements in the quality of service and customer satisfactio. ”

Description of the case:

Which services were used?

Attention for residential and business customers via the telephone channel, fax, e-mail and social networks, as well as providing support and assistance for Iberdrola's network of business establishments.

What was the initial challenge?

What did the client initially request from UNISONO?

The transformation of a telephone helpline center for electricity supply customers to a center providing support for energy customers through multiple channels with a clearly customer-focused approach, improving the quality of service and the commercialization of our products and services.

What did UNISONO do in this project?
How was the process developed?
Were any other services added?

Implement a robust operation focused on meeting the objectives that were set and significantly improving the quality of service.

Over the last five years, Unísono's performance has been at a very high level, achieving and constantly exceeding the key business indicators.

In the last few years, the introduction of services through social networks (Twitter and Facebook) has been very simple thanks to the help of Unísono.

What were the results?
(qualitative and quantitative data)

In the last five years we have managed to improve the solution of problems with the first call and customer satisfaction until achieving positive net recommendation levels.

Unisono's extraordinary operational performance and the high volume of sales of our portfolio of products and services are the main reasons why we have once again chosen to place our trust in Unisono for the period 2015-2020.

- Improvement of 4 percentage points (p.p.) in the level of service, 10 p.p. in solutions with the first call, and 6 p.p. in the quality of service.
- Reduction in the cost per minute answered of 24% and per contract of 44% in six years.
- Growth in gas sales by 7.4 x, electricity sales by 2.4 x, and additional products and services by 3.6 x in five years.