



- ➔ **Wien Energie**, the leading energy utility in Austria, supplies electricity, gas, and district heating services to two million consumers and 230,000 businesses and industrial plants in Vienna and Vienna's outer districts.
- ➔ In 2005 **Wien Energie** achieved €1.976 billion in revenues, a 26 percent share of the Austrian energy market.

# Wien Energie is determined to remain number 1

Since the deregulation of the Austrian energy market in 2001, Wien Energie, as the former incumbent provider, has been able to strengthen its market position by focusing its energies on its Customer Relationship Management (CRM) strategy and on market communication.

## A Centralized Solution

Over and above the reliable service it provides and its innovative environmental protection policy, the high quality of its CRM and its customer support services constitutes Wien Energie's main success factor and key driver of its strategy. In 2002 Wien Energie started merging its various customer care departments into a centralized call center structure to enable it to integrate an outsourcing partner for contact center operations. SAP CRM software was implemented to manage customer care and help-desk operations, which handle 500,000+ calls each year.

## A Sound Partnership Based on Shared Responsibility

In 2006, thanks to its CRM expertise, its experienced staff, its quality certification, and its flexibility, Teleperformance Austria was awarded an exclusive customer care management partnership contract by Wien

Energie. Despite the fact that Wien Energie was Teleperformance Austria's first client in the energy sector, it was impressed by the high responsiveness and professionalism of the staff who brought to bear Teleperformance's methodology and its experience in other sectors. The partnership could have begun four weeks earlier than initially planned—four weeks that were used by Teleperformance's staff to secure the performance of Wien Energie's in-house customer care department.

## An Integrated Solution

All customer calls—from general queries to technical support queries to calls regarding billing issues—are handled using Teleperformance technology together with Wien Energie's fully embedded CRM applications. This setup also allows management to check how accurately customer interactions are being documented.



## INTERNAL FEEDBACK

*"Wien Energie did not think that Teleperformance would comply with the schedule for business transfer. We demonstrated that we were capable of doing so, and on a daily basis since then we have been doing everything we can to bring a new dimension to Wien Energie's customer care operations."*

Elisabeth Baumgartner,  
Teleperformance's Call Center

## Driven by Performance

To maintain high standards of performance, the account management team constantly measures service levels in relation to call volumes, and also monitors key performance indicators such as variations in first-call query resolution rates and the accuracy with which customer interactions are documented. A six-week induction training period, a periodic in-service training program, live-call monitoring, and the work of steering committees ensure that staff are in a position to deliver consistent service quality. These processes also provide management with information that is fed back into quality procedures and that subsequently helps the organization to develop best practice methodologies. Quality levels and key performance indicators are analyzed daily, weekly, and monthly, enabling peak call periods to be managed proactively and ensuring that Wien Energie adapts effectively to market trends and to changes in consumers' behaviors and reactions.