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## Changing the face of customer service: how Enercare Connections is investing in innovative solutions that actually help customers



The customer service team is a crucial part of anyone's business. They are often an organization's first point of contact with existing or potential customers – whether they are setting up a new service, updating an existing account or experiencing an issue. One interaction with this frontline team is enough to leave a lasting impression about a brand.

**At Enercare Connections we are always striving to do better and we wanted to find innovative and concrete ways to improve customer experience** for both our customers and Customer Contact Centre staff. That's why Enercare Connections Inc., the sub-metering division of Enercare Inc., decided to take a critical look at its customer service journey and ask "just how are we measuring up to customer expectations?" We saw this as an opportunity to exceed the baseline [customer service standards](#) put forward by the Ontario Energy Board and become an industry leader in creating an efficient customer service journey.

### What we know

Through our daily interactions with customers, we know there continues to be a lot of misunderstanding in the market when it comes to electricity charges and sub-metering in general. Electricity prices in Ontario have risen significantly over the past decade and customers are still looking for justification for the increased expense. It's important to us for customers to feel that we're not only delivering reliable sub-metering services, but that it's easy to work with us as well.



We want to offer easily **accessible tools that our customers can use to understand what they are paying for, how charges are determined in this regulated industry and what options there are to help lower their bills.**

### Mapping the customer experience



To learn where we needed to improve, we first had to get a clearer understanding of our customers and their needs as well as the emotions at each moment during their interaction with our organization. We developed a cross-functional team from all departments of our business to map out the customer journey of today and analyze just who our customers are. Having a diverse team representing different parts of Enercare Connections provided us

with unique perspectives on how all parts of our organization impact customer service. It also **created a collaborative environment to discuss how we can improve together.** In addition to looking at feedback from internal sources, we also gathered customer feedback directly through customer panels and customer surveys.

### What we learned

*It's important for us to have moment of truth feedback from the customer by asking the simple question of "how did we do?"*

The findings from this exercise were crucial in helping us form a picture of not only who uses our services, but what gaps they may be experiencing and how they were feeling as they engaged with us. For instance, we found that the majority of our customers are looking for a different kind of customer service – they want a digital experience with the ability to access information and manage their account at their convenience, something we weren't necessarily focusing on. We also realized we had no systematic mechanism for receiving and reviewing customer feedback, which is a critical factor to any organization's growth and improvement. It's important for us to have moment of truth feedback from the customer by asking the simple question of "how did we do?" Overall, this process has helped us identify solutions to make things easier for our customers.



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### The first step in a new customer journey

*We are seeing a 35% response rate which motivates our staff to bring the highest level of customer service to every interaction while assuring our customers that their feedback is being heard.*

To achieve our objectives, we knew we needed to begin with equipping our frontline staff. We are proud that our Customer Contact Centre staff are all in-house Enercare employees and decided to invest in them professionally with a best-in-class, intensive three-day training course to be Certified Client Service Professionals (CCSP). This designation, accredited from the [Customer Service Professional Network](#), provided the knowledge and tools needed to create an engaging customer experience. This industry-recognized training is important for their current roles and it also means our Customer Contact Centre staff are prepared for future opportunities as well.

**Customer feedback makes us a more responsive, better focused organization** and without

a proper feedback mechanism in place, we were missing a huge opportunity. We decided to implement a feedback platform partnering with [StellaService](#) and using their product called Stella Connect. Now customers are given the opportunity to rate the level of service they received and pick a reward for the customer service agent that they feel is worthy of the service – ranging



from restaurant gift cards to movie or sporting tickets. This **tool gives customers a simple – and fun – opportunity to let us know how we're doing, in the moment.** Using this gamification tactic, **we are seeing a 35% response rate which motivates our staff to bring the highest level of customer service to every interaction** while assuring our customers that their feedback is being heard.

### Growing awareness across business lines

**Embedding a customer-first approach extends beyond our Customer Contact Centre staff. It's imperative that everyone at Enercare Connections understands this is a cultural shift.** To help all employees understand what the current issues are and what our customers are looking for, they are scheduled to shadow a Customer Contact Centre employee every six months. By listening in on these interactions they gain a more concrete understanding of our customers and their needs.

### What's next at Enercare Connections?

Creating an organization that provides quality customer service is a journey, not a destination. That's why we are making investments in our business to better serve our customers. We want to make sure our customer service is head and shoulders above the competition – we're relentlessly focused on enhancing the customer experience and will have more changes to come throughout the year. We have already seen tremendous results and are continuing to find new and innovative ways to put our customers' needs first. Making the shift to **sub-metering is a long-term investment that can help you realize significant cost savings.** At Enercare Connections, we know that **it's important to ensure this change continues to bring you benefits, long after the meters have been installed and 'energized.'** That's why we have created an entire team within Enercare Connections that's solely dedicated to supporting property owners, building managers and landlords throughout the post-installation process – our Client Management Team.



**About the author:** Kevin Neild currently lead Customer Operations and Planning for Enercare Connections, providing sub-metering solutions for electricity, water, thermal and gas consumption in the multi-residential and commercial sectors.

You can find Kevin on [LinkedIn](#).

If you'd like more information about how our team can help you to achieve your energy management goals, give us a call at 1-877-513-5133 or, contact us at [Client.Care@enercare.ca](mailto:Client.Care@enercare.ca).

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