

“EXCELLENCY IN ATTENDANCE - TO ATTEND BETTER, REDUCING COSTS”

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Synthesis of the Work:

It is consensus in the world today that there is not as being competitive without looking for the satisfaction and our customers' trust..

In this direction the company looks for to improve the attendance increasing the level of the customers' satisfaction through actions proposals in the " Project of Improvement of the Attendance " .

This project foresees a series of measures that comes being adopted seeking to increase the customers' satisfaction, to decrease the costs and to provide an adapted attendance in the Commercial area and of Emergency.

HISTORICAL

The services of Attendance of Emergency - 196 - works integrated with the Service of Commercial Attendance - 120. The Central of Attendance was structured looking for what there is of more recent in hardware resources and software.

To speed up the Commercial Services, the Center of Commercial Attendance - CAC - was structured, working as central of control, centralizing the solicitations done through the three-digit 120 and forwarding to the external teams. With this implementation CELG got to reduce the time of wait of up to five days, to at the most four hours

when in solicitation of new connection, or any other commercial service.

The execution of the Services of Emergency - 196 - is done by the Center of Operation of the Distribution - COD - totally computerized, working 24 hours a day, looking for to decrease the Medium Time of Attendance and consequently the Medium Time of Interruption.

PROPOSALS

Central of Phone Attendance - CALL CENTER

The central of Attendance assists an area of 465.000 customers now. The proposal is the amplification of this Central one to assist to the whole area of concession of the company, assisting about 1.370.000 customers for 24 hours a day.

Options of the Central

Commercial services: The commercial Attendance is made through the three-digit 120 and it works in the schedule of 06:00 o'clock at the 24:00 hours, of Monday to Saturday.

The Commercial Attendance is made by the same group of emergency operators.

When the customer calls in the three-digit 120 the system evaluates the cadaster data and it verifies in which

consumers' category belong and in according, it is made the direction of the call.

In the Group B consumers' case, the connection is verified to determine if it is a long-distance call and/or a cellular call.

These calls are prioritized because the obligation of the intercity calls is of responsibility of CELG.

For Great Customers, the system guides the call for specific group of operators.

The services of Request of Re-establishment, Consultation of Debit and Emission of Historical of Consumption can be done in an automatic way (without passing for the human operator). The answers will be given through voice or fax, depending on the chosen option

When the customer calls, is foreseen an interaction menu (sentences with synthesized messages) and like this after the consumer's choice (option in agreement with its need) the attendance is guided.

A flexibility exists where the supervisor of the attendance defines the entrance or not of the services in an automatic way.

It is foreseen the situation in that the customer doesn't want interact with the machine. In this case, the telephone number is guided for " Recall ", where the system executes the connection and it addresses to the first attendance position that is free.

It is made Debit Notifications to the Great Consumers and to the consumers of the Group B with consumption greater than 500KWh, through the " Tele-Notifications "

The customer receives a phone call, through URA's (tits of audible answer), informing of the payment lack and of the period for the referred payment.

The System of Commercial Attendance is executed in IBM equipment (mainframe). The access to the database for reading or writing will be made by terminal emulation through SDLC.

Services of Attendance of Emergency: For the flow of the connections from the three-digit 196, the Automatic Distributor of Calls (DAC) verifies the number that originated the call and if the system is or not congested.

In agreement with the ' status II of the service (congested or not), there is an option available for the Supervisor of the Attendance. This option allows to alter the direction of the fluxograma, forcing for human attendance or for automatic attendance.

The philosophy of the company, in the case of the Attendance of Emergency, is to prefer the Hmnan Attendance, whenever possible.

After the definition of the status, the consumer type is observed that wants to register the complaint (Great / Special / Normal).

For Great Customers, a specific group of operators exists where the call is guided, facilitating, with that, a differentiated treatment to these customers,

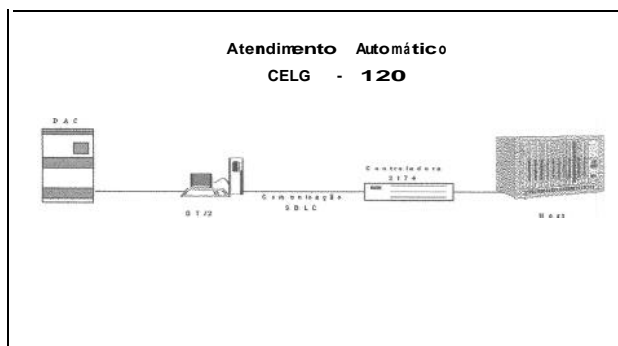
The phone calls from public telephones (TP), cellular or long-distance is prioritized, seeking to minimize the cost of the connections.

In the case of long-distance connections, the bills belongs to CELG.

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Technical Solution - Automatic Attendance



This connection is generated automatically by the dial-out station that guides to the Free Position. In this case, the operator receives the information that this connection is a Recall done by the system.

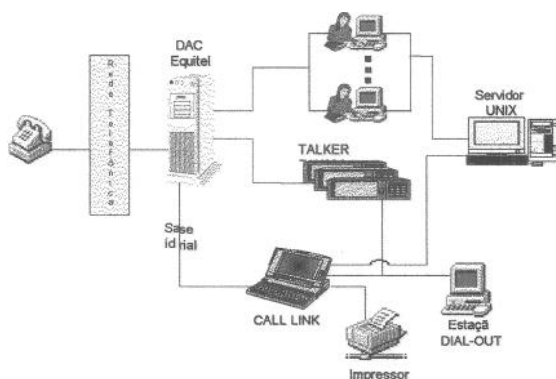
The dial-out station (tele-notifications) emits warnings (by voice or by fax) of scheduled interruptions for preventive maintenance (PD's) to all the Great Customers and reached Special Customers, informing the date and the duration of the interruptions

In the case of overload of the system, when the customer enters for automatic attendance, it is made the verification if this customer doesn't meet in the interruption list (payment lack) in that date. In case he/she meets in debit, the system interact with the customer, informing of the debit and it registers the re-establishment request, if requested.

Adopted Technical Solution for the Automatic Attendance

The System of Attendance of Emergency nms in system with Unix platform (microcomputers network). The part of automatic tele-notifications is accomplished by the URAs with software developed in "C" language.

CELG - ARQUITETURA



SYSTEM QUALITY CONTROL

The new version for system of phone attendance was conceived by means of the need of supplying better attendance to the customers, being this attendance characterized by its facility, speed and reliability.

Inside of this philosophy the control of quality of the attendance possesses a vital importance for the improvement of the system. The accompaniment and continuous management of the indicators as: Medium Time of Wait, Medium Time of Attendance, Number of Abandoned Connections and Performance of the Operators are information of fundamental importance for to measure the efficiency of the system.

The Medium Time of Wait (TME) is monitored by the supervisor of the DAC. This means the time that the customer waits without attendance after the phone connection is accomplished.

The goal is that TME be of 1 min of maximum wait, for both Services (Commercial - 120 and Emergency - 196).

The Medium Time of Attendance (TMA) expresses the medium duration of each attendance. This indicator facilitates the accompaniment and management of the phone attendance. The limit value for the TMA is of 3 minutes, while the goal is of 2 minutes for the Attendance.

For the Attendance of Emergency, when it is detected by the system an increase of the flow of connections and the time of wait extrapolates the medium value, a warning is emitted to the supervisor. This warning informs that the system is congested and the supervisor must increase the number of operators.

The Supervisor of the Attendance has all the necessary tools for taking of decisions, in agreement with the flow of the services.

Managerial reports are emitted by the dial-out station, informing the number of made connections and the number of attempts when the machine calls and it receives busy tone.

Associated to the management of the attendance indexes, the attendance professionals' qualification represents an

important aspect for which we guarantee the quality of the system.

CAC - Center of Commercial Attendance

The Center of Commercial Attendance - CAC -, has the responsibility of coordinating the execution of the commercial services requested through the Agencies of Attendance, through the Phone Attendance - 120 -, or through the Internet. These solicitations are guided for the Central by electronic transmission and after that, they are dispatched for teams located in strategic points in the cities. Such change, seemingly simple, came to improve the use of the human resources. It avoided double-works and the priority became the one of the customer, because the system obeys a priority list

PROPOSAL IN DEVELOPMENT PHASE

The level every larger time of the customers' demands relating to the continuity and quality of the supply of electric energy, in alliance with the need of the best use of the available resources, brought to the company the purpose to adopt the philosophy of regionalization of the COD, with the increase of inclusion area.

The development of the one only Central of Attendance - Call Center -, offering services so much commercial as technician-emergencial, is defined as goal for the company. The intention is that nine Centers of Services will be structured - unifying the commercial services and of emergency, for execution of the Services coming from the codes 0800/120/196. These execution poles should be totally computerized, counting with all easiness necessary to the activation of the Services.

This proposal, comes being implanted of gradual form, until that every area of concession of the company counts with attendance 24 hours a day, everyday of the week

For external services, we will have teams, subdivided for the several services that are requested by our customers.

The services will be sent to teams by pagers. This provide fast communication and decrease the overload on the System of VHF Radio.

This implementation will provide reduction of infrastructure costs, through the closing of offices in places with less than 3.000 consumers reduction also of the expenses with operators and electricians promptness.

These are some of the measures that the Company comes adopting. The goals are: to Improve the Attendance, to consider our customers' expectations and at the same time, to reduce costs and to become more competitive.

CONCLUSION

The main things that irritate the customer are: the access difficulties, the lack of information, the operators not very qualified and the low automation level.

The structuring of a " Central of Attendance " - Call Center - that interacts on-line with a " Central of Services " - Commercial and of Emergency - during the whole day, represents an answer today to the growth of the our customers' demands.

The telephone is in every place, at all times, everyday. The telephone becomes the voice of the Company.

Our customers want true information, fast solution of its problems for who really knows the subject, an dynamic attitude, easy and free access. As solution Celg idealized " Call Center " and the " Central of Services ", strengthening the phone attendance, as a new attendance philosophy, looking for what there is of more modem in software resources and hardware, assuring a larger range of services through telephone, reducing displacements until the Agencies of Attendance.

The main objective will always be of enchanting the " customer ", reason of being of the Company, to assist him besides the expectation, to offer services that him same it would never imagine that a concessionary of electric energy could offer, to transform the " Call Center " in a strategic instrument for the generation of new business.