

Grupo REDE



Grupo REDE operates eight power companies in Brazil and serves approximately 12 million customers (2.9 million households) nationwide. It supplies electric power to 502 cities and towns in the states of São Paulo, Minas Gerais, Paraná, Tocantins, Mato Grosso and Pará, covering 2,467,460 sq. km., or 30 percent of the country.

The company runs an extensive network of 31 hydroelectric plants, including the 902.5 megawatt Lajeado Hydroelectric Power Plant in Tocantins State and the 120 megawatt Guaporé Hydroelectric Power Plant in Mato Grosso State. For more information, visit <http://www.gruporede.com.br>.

Founded in the state of São Paulo in 1903 with the establishment of the Empresa Elétrica Bragantina S. A. (EEB), the Group subsequently acquired three other power companies in that state: the Empresa de Eletricidade Vale Paranapanema S. A. (EEVP), the Companhia Nacional de Energia Elétrica (CNEE), and Caiuá Serviços de Eletricidade S.A. (CAIUÁ), which led to the creation of REDE Empresas de Energia Elétrica. It later expanded throughout Brazil, acquiring Energia Elétrica do Estado do Tocantins (CELTINS) – the first state-owned power company to be privatized in Brazil – and then the Companhia Força e Luz do Oeste (CFLO) in Guarapuava, Paraná State.

Challenge

Grupo REDE employs more than 1,000 agents who work 24 x 7 at 350 call center positions. Its existing technology had a strangle-hold on its ability to serve customers; it needed a call center platform that would support an increasing number of incoming calls and enhance agent productivity through improved mobility and flexibility.

Solution

The company opted for a contact center solution from a leading global provider of communications applications, systems and services. It worked in partnership with two local companies – an energy-focused IT consultant and a solutions integrator that was a key Avaya partner. The solution was implemented across eight sites in just over four months.

“The previous solutions we had did not protect our call center against instability; depending on the call flow, the equipment would simply turn off. We needed a solution that was more adequate to our growth. The Avaya Contact Center Solution provided the best price, performance and scalability to meet Grupo REDE’s current and future business goals.”

– Antonio Vanderlei Soares, technology director

The company implemented a contact center call routing solution that routes calls based on the individual skills and knowledge of each agent. A call management system generates reports that reveal call volumes, agent workloads, and such statistics as sales call conversion rates, hours worked and talk time for contact center agents. A customer relationship management solution that works with its computer telephony integration delivers valuable customer information to agents' desktops for blended, multi-media contact management of incoming calls, ensuring that all agents automatically receive relevant campaign information for all calls via screen pops. A call recording system lets agents record calls as needed. Finally, sophisticated remote monitoring and failure resolution tools continuously track network performance.

Applications and Services

- Avaya IP Contact Center Solution
- Avaya Call Management System
- Avaya Contact Center Elite software
- Avaya Computer Telephony
- Avaya Interactive Response
- NICE Call Recording

Results

- **Increased agent productivity.** In the solution's first month of operation at two Grupo REDE facilities,, the average wait time for callers decreased significantly, while the number of calls answered increased significantly. At CEMAT, a Grupo REDE company that serves a population of about 3.2 million in the state of Mato Grosso, the average holding time went down from 3 minutes 3 seconds to 40 seconds, while the number of answered calls increased from 212,000 to 226,000. At CELTINS, the company that serves the state of Tocantins, the number of answered calls more than doubled, from 74,000 to 137,000, while the average holding time decreased from 3 minutes 51 seconds to 2 minutes 5 seconds.
- **Enhanced customer service.** Average wait time has decreased, improving customer service and customer satisfaction. Agents are now able to provide customer support more quickly than ever before, delivering accurate and timely information.
- **Reduced costs.** The new solution helped reduce travel costs and decreased troubleshooting time.

For more information on organizations using Intelligent Communications, contact your Avaya Client Executive, Avaya Authorized BusinessPartner or visit www.avaya.com.