Centrica Case Study

Centrica Cultivates Innovation and Improved UX With the Help of Continuous Testing

The flexibility of Occam's Razor provides Centrica with **an agile solution that can continuously meet the needs of customers' changing requirements** and ensure customers are always able to connect with the appropriate agent.

Industry

Utilities.

Challenge

Monitor the telecoms infrastructure to ensure quality audio, optimized IVR functionality, and to facilitate growth and improvement for the contact centre.

Profile

- The largest supplier of gas to domestic customers in the UK
- Operates one of the UK's largest contact centres
- FTSE 250 Index company

Benefits

- Early detection of network problems
- Increased system stability
- Integration with existing infrastructure
- The provision of a flexible, scalable solution
- Reliable, value-added support for the client
- Agile solutions tailored to the client's needs

Solution

Occam Razor, Specifically: Monitoring, Functional, and Load Testing.

OCCAM

The Client

Centrica is an international energy services and solutions provider.

As the largest gas supplier to domestic customers in the United Kingdom, the organization continues to evolve and hold a prominent position as an FTSE 250 Index company.

Centrica also operates one of the UK's largest contact centres, assisting thousands of customers every day.

The Challenge

With gas being an essential service, it's vital for Centrica's end-users to be able to successfully connect to the contact center on the first attempt.

Before introducing Razor into their telecommunications toolkit, the infrastructure and operations team lacked visibility over arising issues, forcing a reactive approach to problem-solving.

"The Razor tool has helped us identify problems that we would have had no other way of getting exposure on."

Mass Dibiase, Telephony & Networks Telecomms Specialist

With a loyal customer base to keep satisfied, Centrica's goal was to speed up resolutions and ensure high-quality service delivery.

Occam's Razor, therefore, had to fulfil some of the following functionality requirements:

Ensure customers can always get through to the contact center

For Centrica, uninterrupted connectivity between customers and the contact center is essential.

Razor helps to ensure that there are no faults in the network and that callers can be routed through to the correct agent by the IVR. To achieve this, Razor automates a call every 5 minutes and monitors the connection's quality.

Razor also helps Centrica to study the performance of their systems under pressure by running load testing protocols.

Ensure audio quality consistency

Audio quality is also a key concern for the enterprise. It's essential for communication between the caller and the agent to be clear and uninterrupted.

Centrica uses Razor to check the audio quality of each call and detect errors. If an issue is identified, Razor

will automatically place another call to establish whether the disruption was a one-off glitch or a fault that needs to be flagged up with the infrastructure support team immediately.

This alert is raised automatically, and the problem can be resolved before it can affect other callers.

Support the move to a natural language IVR

When introducing a new natural language IVR system into the contact center, Centrica was looking to deploy the new changes in the most time-efficient manner possible.

Using Razor for continual functionality testing throughout the development process helped accelerate the new deployment, by identifying issues earlier in the development lifecycle that allowed the development team to quickly and effectively resolve the error and move forward.

Once completed effective load testing helped to ensure that the system could handle high call volumes without constant human supervision.
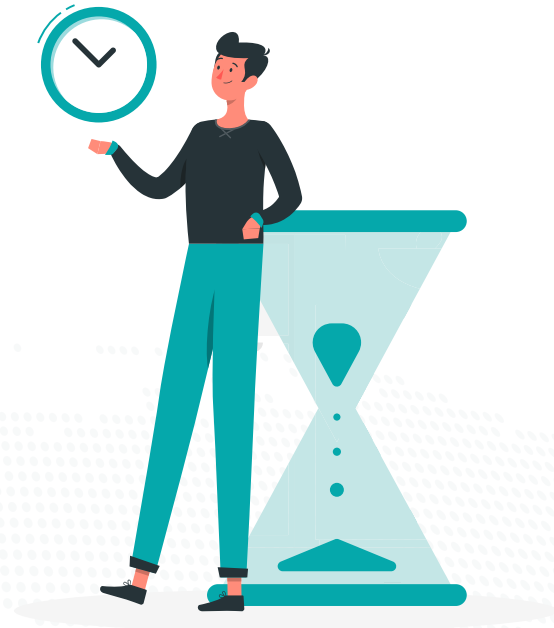
Monitor existing legacy infrastructure

To remain accessible to all of its customers, Centrica still maintains some legacy hardware such as fax machines, which also required integration into the monitored telecommunications network.

Occam was able to help by developing a bespoke test within the Razor platform that would specifically monitor the fax machine and ensures that any system failures are detected.

Razor gives the infrastructure and operations team a chance to sit on the frontline, allowing them to be much more proactive in understanding how their systems are running.

Centrica initially relied on Razor for monitoring but soon recognized the potential in utilizing the functionality and load testing solution to ensure a stable system even at peak call volumes.

With Occam being an agile organization, a firm relationship was soon established.

They were able to provide flexible solutions to the client, ensuring that their specific requirements were met cost-effectively.

As a result, Centrica now has a reliable partner with a vested interest in building a scalable model for continual improvement as the company positions itself to embrace new challenges in the highly competitive utility services sector.

> **Occam helped us to build a solution around what we needed to achieve. They provided flexibility tailored to our needs and requirements instead of applying a rigid framework of service."**
>
> **Mass Dibiase**, Telephony & Networks Telecomms Specialist

The infrastructure and operations team can now roll out changes and upgrades with confidence, knowing that Razor runs all the necessary tests in the background.

Occam's consultative approach has allowed them to assist Centrica in making critical decisions about the development of their call center, providing reassurance that their systems are always prepared for peak call volumes or changes in the environment.

> **"Occam's Razor has encouraged us to move beyond contingency management and take a more strategic approach to drive growth and improvement across our call center."**
>
> **Mass Dibiase,** Telephony & Networks Telecomms Specialist

Contact the Sales Team today to discuss how Occam Networks can provide efficiencies to your business

About Occam

After nearly two decades of professional experience together providing voice and data solutions for global blue-chip organizations, we've created a company focused on providing innovative, automated testing software to support contact centers and enterprise UC systems.

Fueled by a commitment to continuous innovation, our team is passionate about ensuring our customers can deliver the type of customer experience that allows them to achieve their business objectives.

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