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BIZ205

Origin Energy delivers great agent and customer experience

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Head of Customer Journey Transformation at Origin Energy

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Amazon Connect

EASY TO USE, OMNICHANNEL CLOUD-BASED CONTACT CENTER



Pay only for the value delivered to your customers

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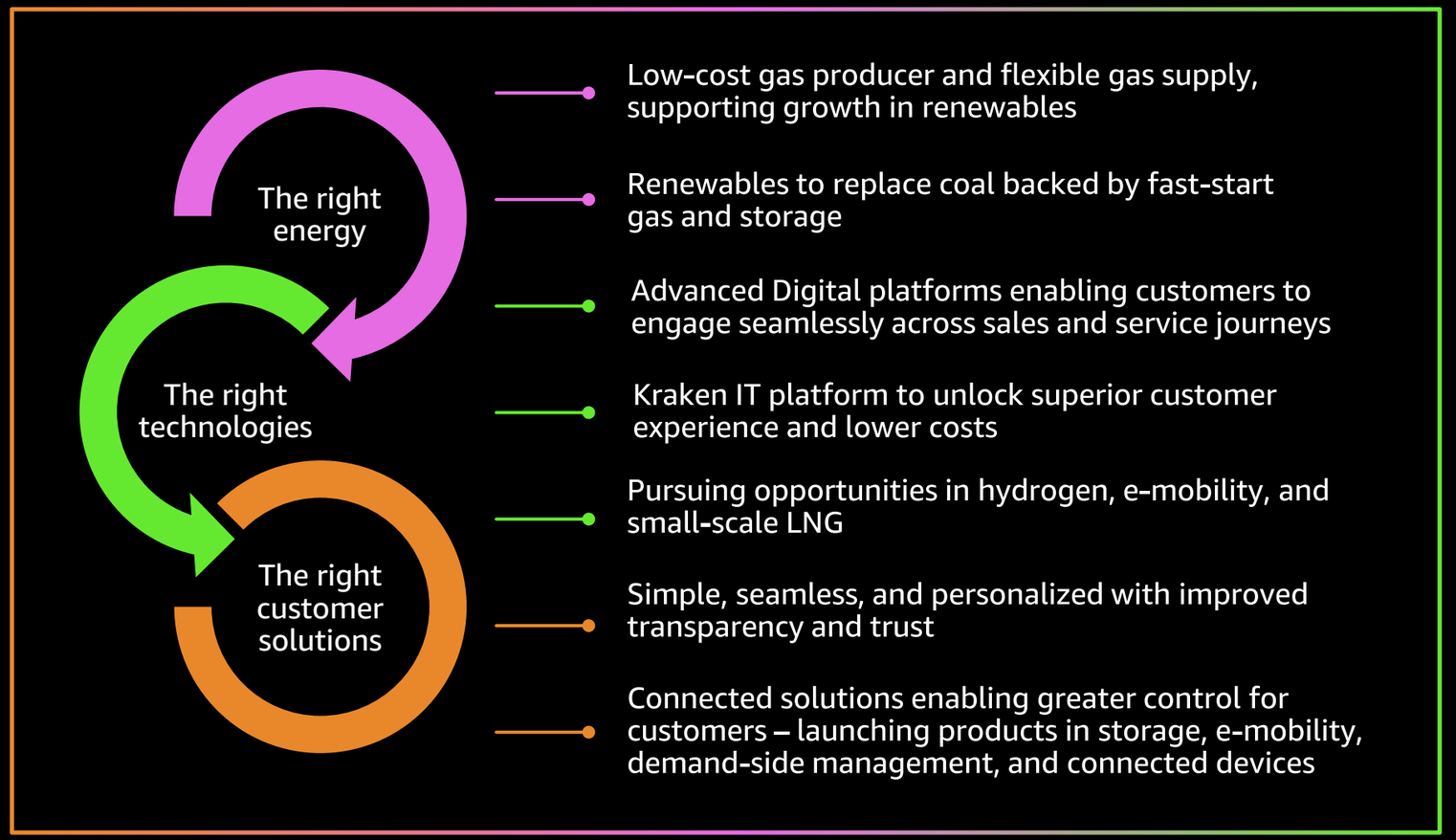
Origin and our purpose

PURPOSE: GETTING ENERGY RIGHT FOR OUR CUSTOMERS, COMMUNITIES, AND PLANET

Connecting **customers** to the **energy** and **technologies** of the future

ORIGIN

- One of Australia's largest energy retailers with ~4M customer accounts, and integrated energy company across the value chain
- $15B market cap
- AWS customer since 2016





https://aws.screenlight.tv/shares/YmzJJFO5cCZNFuKhCnG63Ds8VzJVbVyT

Transforming our retail business

"RETAIL 2020"

CONTEXT	STRATEGIC PRIORITIES	WHERE ARE WE NOW?
• Price regulation • Increased competition • Reduced grid energy demand	• Transform customer experience • Target market-leading cost position • Grow new revenue streams	✓ #1 NPS of Tier 1 retailers ✓ On track to reduce costs by $100m ✓ Increased new revenue streams

Origin's complex legacy contact center was transformed as part of Retail 2020

- End-of-life legacy contact center platforms
- 1,600 Contact center agents
- Onshore and offshore operations
- On-premise telephony system with hard phones reaching end of life
- Limited authentication and self-service capability
- 7 million calls annually
- 180 phone numbers in market
- 1,000+ contact center skills and queues
- High call transfer rates (>25%)
- High cost third-party vendor management and long change cycles

Smart integrated voice response (IVR) objectives

origin

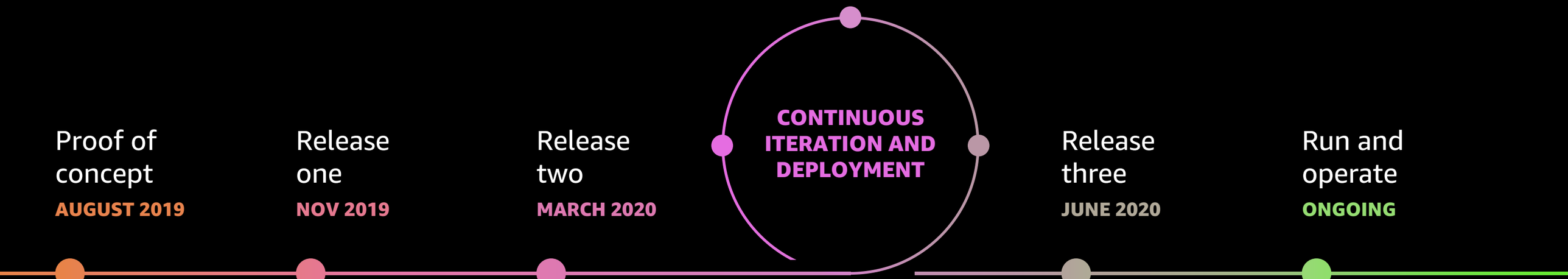
WE LAUNCHED A PROGRAM CALLED “SMART IVR” AS PART OF RETAIL 2020
TO DIGITIZE AND TRANSFORM OUR CONTACT CENTER

AMAZON CONNECT

- Introduce a foundational contact center capability
- Mitigate stay in business risk from end-of-life platforms
- Reduce call transfers
- Improve agent efficiency by automating authentication
- Enable customer self-service to drive automation
- Provide platform for future growth to increase speed of change

Smart IVR has delivered significant cost reduction whilst improving agent and customer experience

The journey so far



To validate that Origin's customer experience will benefit from smart IVR technology

Release of our renewals flows to whitelisted customer base in chosen states

Full agent deployment and cut-over

Accelerated deployment to enable COVID-19 WFH capability

Released high-priority self-service flows on Amazon Connect

Extending our self-service capabilities into new flows giving our customers more ways to interact with us across the sIVR

Continued development in our agent experience through O Dash and its features and capabilities

Transforming the customer and agent IVR experience – key aspects of the changes

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CUSTOMER EXPERIENCE

- ✓ New cross-channel authentication capability
- ✓ Expanded self-service experiences with predictive journeys
- ✓ Customer information revealed to enable tailored service

AGENT EXPERIENCE

- ✓ Cloud platform enabling work from home capability
- ✓ Custom designed soft phone (O Dash) with key customer information
- ✓ Improved analytics and reporting

FUTURE EXPERIENCE

- ✓ AI and machine learning with Contact Lens and AU neural Polly voice
- ✓ Expanded chat and messaging capability with Apple Business Chat
- ✓ Personalized customer experience (voice / chat / chatbot)

Smart IVR – customer self service

USE CASE: RENEWALS

WHAT WAS THE OBJECTIVE?

- That customers were willing to undertake **self service within the IVR** for plan extension (our most common call type)

HOW DID IT WORK

- Customers authenticated within the IVR 3 weeks to develop
- Leveraged open API infrastructure, smart IVR, and SAP CRM technical integration, and completed fulfillment
- Enabled simple authentication/ID and provided an option to complete automated ‘fast renewal’

RESULTS



Over 1,000 unique calls per day



An overwhelming number of users completed the task on their first attempt



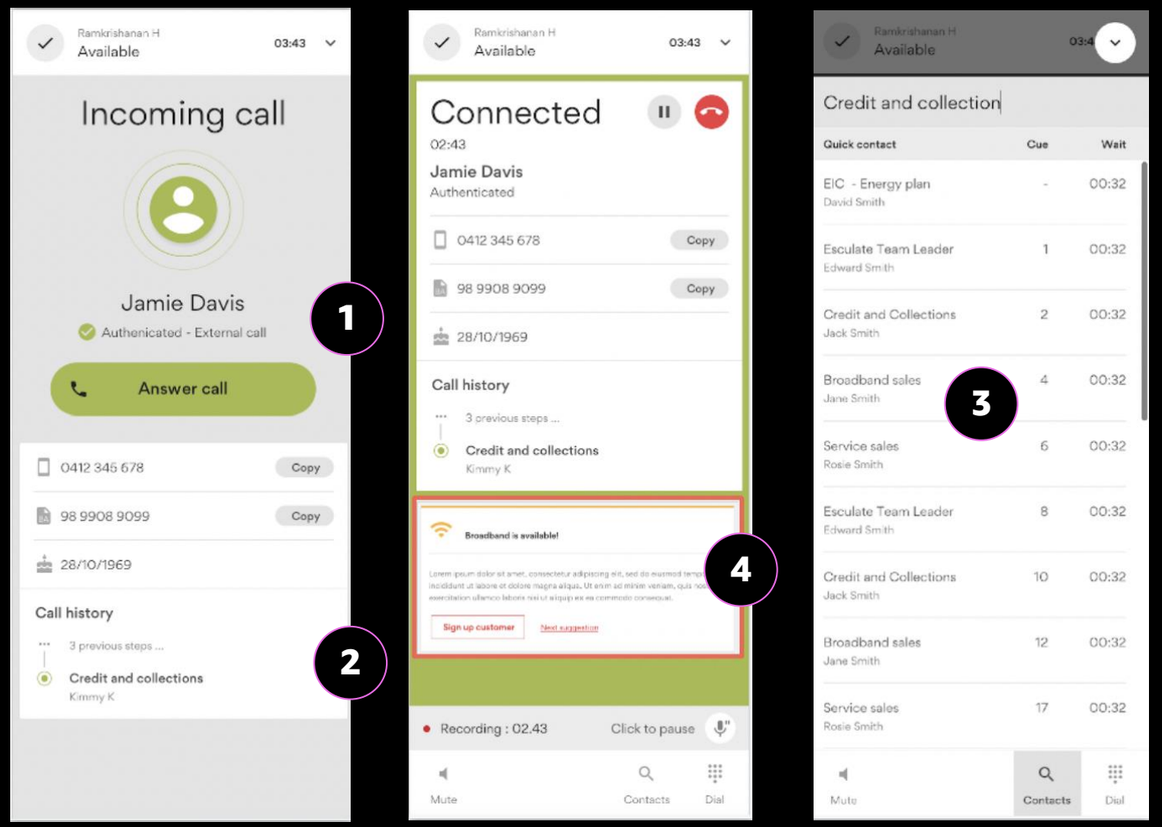
Automation rate of 25%, which exceeded target



Customers scored the process +30 for NPS, which exceeded voice baseline of +15

Custom designed soft phone (O Dash)

TO DELIVER OUTRAGEOUSLY GOOD EXPERIENCE FOR CUSTOMERS AND EMPLOYEES



O Dash presents agents with relevant information including:

1. Customer authentication status
2. Transfer history and IVR flow
3. Quick connects for rapid transfers
4. Next best action prompts to increase cross-sell

CUSTOMER AND AGENT RESPONSE

NPS: +15

“It’s much better than the old phone” (Simple, stable, WFH)

Contact Lens for Amazon Connect

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REAL-TIME AI POWERED INSIGHTS AND ANALYTICS



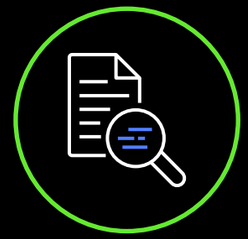
ADVANCED SEARCH



DETAILED ANALYTICS AND SENTIMENT ANALYSIS



AUTOMATED CONTACT CATEGORISATION



THEME DETECTION



SUPERVISOR ASSIST

- Moving from <1% of calls monitored to 100%
- Transcript of voice and chat interactions with in-line sentiment markers
- Enhanced agent support

✓ Improved cross-sell

✓ Reduce Ombudsman complaints

✓ Reduced call transfers

Smart IVR – benefits summary

SINCE THE DEPLOYMENT OF THE SMART IVR THERE HAVE BEEN SIGNIFICANT BENEFITS, BOTH IN CX AND COST CUTS



Increased automation of calls from 2% to **12% and growing**



Very **positive NPS** in Smart IVR automation flows – outperforming the agent from automated flow experience



Established internal dev ops capability enabling daily deployments in the IVR



Went from no customers authenticating in IVR to **50% customers fully authenticating** before speaking to an agent



Significant efficiency gains in AHT and productivity



Reduced run and operate costs by **$1.5m annually**



Enabled 1,600 onshore and offshore agents to rapidly move to work from home as part of COVID-19 BCP response

Key lessons learned and success factors

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1. A lean proof of concept (POC) proved feasibility and value, and helped establish buy-in
2. In-house design and delivery model, supported with some AWS Professional Services roles, delivered speed, quality, adaptability, and IP retention
3. Delivery plan with multiple releases to reduce business risk and support change management
4. Huge value in establishing cross functional teams comprising Tech, CX, and business SMEs

Getting started with Amazon Connect

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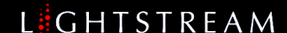








































Get started with AWS Professional Services

- Proven solutions packaged based on best practices developed over 1000s of engagements
- Designed to deliver pre-defined customer outcomes
- Leverage AWS Professional Services standardized delivery methodology
- AWS Prescriptive Guidance time-tested strategies, guides, and patterns https://aws.amazon.com/prescriptive-guidance



LAUNCH: AMAZON CONNECT
Launch your business line with Amazon Connect



CONTACT CENTER ON AWS
Discover how to innovate to create business value with Contact Center

Learn more about AWS Professional Services at https://aws.amazon.com/professional-services

Learn more



Set up today:
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Thank you!



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