



Utility Case Study

Today's competitive environment requires utilities to become as efficient as possible. Call centers represent a significant cost opportunity.

BASE LINE

Entergy Corporation realized that its call center costs could be significantly improved. All calls were being serviced from generalized internal Entergy call centers, at high unit cost. Entergy recognized three problems with their approach:

- High absolute unit costs;
- Limited flexibility in the event of a natural disaster or other unexpected event;
- Inability to focus internal skills on "premium" call types deserving a higher per call investment.

CONVERGENT APPROACH

Within 30 days of contract signing, Convergent had 50 agents dedicated to Entergy calls. After six months, based on performance, Entergy moved the call volume from three more operating companies to Convergent, while simultaneously making a system conversion. Convergent absorbed the extra volume in less than 45 days.

Convergent maintains more than 150 dedicated Entergy agents in a facility devoted to first party utility outsource programs. Since our agents are focused on specific call types, they are more efficient than universal agents juggling many call types. By strict adherence to client

policy and procedure, we prevent consumers from "shopping" calls to many agents in the hope of obtaining a better deal.

Convergent has worked with Entergy to reduce unit cost and volume:

- A Convergent-recommended change in the management of telco costs resulted in substantial savings to Entergy.
- Convergent implemented procedures to reduce repeat callers.
- Convergent implemented customer care programs including surveys, energy efficiency, etc.
- Convergent expanded the program with 24x7 coverage for outage/emergency calls.

OUTSOURCING RESULTS

Significant Cost Benefit

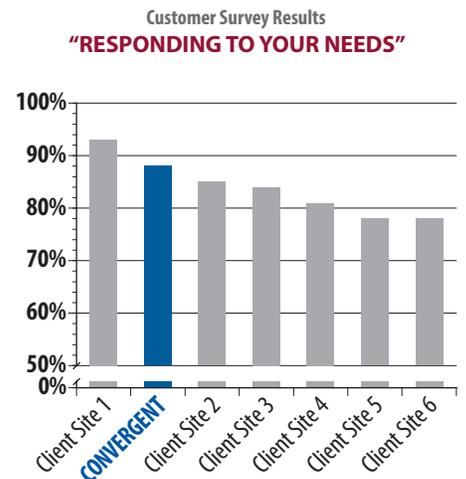
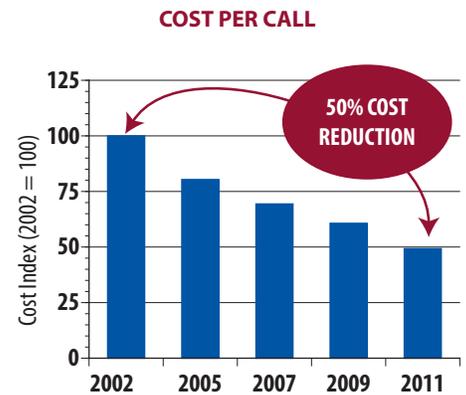
Convergent now handles more than 50% of Entergy's call volume—more than 200,000 calls per month. Since the program began, Entergy's cost to handle those calls has fallen by 50% per call.

Above Average Consumer Satisfaction

Entergy has also benefited from higher consumer satisfaction. On Entergy customer surveys, Convergent gets better marks than five of the six Entergy call centers.

Improved Flexibility

The Convergent relationship has given Entergy the additional strategic flexibility it was seeking. Call



volume can be moved to or from Convergent in a matter of hours. As a result, Entergy can try new programs, respond to emergencies, and benchmark best practices easier and quicker.

Disaster Relief

The Convergent staff proved to be invaluable after the Katrina disaster, assisting with outage calls and keeping Entergy customers informed. Meanwhile, the Convergent technology team was able to improvise a VPN solution that kept communications up and running throughout the crisis.

