

**OUR DAY ISNT OVER  
UNTIL  
WE'VE MADE YOURS**



**WINGO STARR GROUP**

# **CHRONOLOGY**

**ENERGY &  
UTILITIES**

[www.wingostarrgroup.com](http://www.wingostarrgroup.com)

+6018 9633 395  [suzie@wgs.my](mailto:suzie@wgs.my)



# Cost Effective Customer Life-Cycle Management

## Solution

- Improved workforce management
- Robust billing & integration with back-end billing systems & SMS system
- Improve insight & real-time visibility into IVR data

## Results

- Ease of access & timely & accurate dissemination of information
- Reduction in customer complaint as customer were better inform with region specific details
- Improved effectiveness & timeline of outage- recording
- Increment of workforce productivity and Retention
- Consistency & clarify in content & delivery of recorded messages

## The Client

Our Client is well-known brand name in Malaysia utilities Industry. They build, own & maintain a combination fiber & electricity assets.

Innovating infrastructure solutions is one of our clients special services who also support the vital daily to millions of Malaysians.

## Business Challenges

Our primary obstacle was the energy commission is unsatisfied with our clients response over complaints from consumer who say have been slapped with higher than normal bills and technical errors. Violation of such directives attract fines of up RM 10,000 for each cases based on the percentages. Government audits included technical, billing, back office transactions and time frames. So, we were to become an outsourcing partner for our clients and help them meet and exceed the regulatory KPIs. Improving customer experience was one of the main motives too



## Our Solution

We referred to the best practices & solutions we had offered other clients with similar issues. With proven results from past experience, we offered the following solutions

### Billing

Our billing team assist to manage the processes of account, maintenance, account investigations & dispute. They were also responsible to kept clients informed & dispute resolutions

### Business Service Desk

Equipped with a team split a call centre & key account centre. The key account centre managed B2B inquiries & service-order processing, primarily from utility retailisers.

### 24 X7 Call Centre

Wingo Starr Group served as the first point of contact for utility customer facing outage, billing, account & emergency conditions.

We create a data analysis & plan that helped to cater high call volume triggered by extreme weather condition.

We create a capable connected team to create ticketing to external contractors with easy access to and metter readers resolutions.

A provision for 20 additional connected team were made available for any assistant when necessary

### SMS System Back-End Billing System

We integrated our clients back-end billing system to our dialer system & published it in our agents computer. Together, we build up an inbound text messaging system to disperse real-time important information during important occasion

### Connected Team Training

Our training is conducted in an environment where our trainers introduced new members to their roles, specified training, monthly enhancement and 1 to 1 approach.

### Better Insight & Improvement in IVR

To ensure the outage in extreme weather, we developed a custom IVR that provides prerecorded annoucement during outages, area of effect, time frame of recover and etc

# WSG CRONOLOGY

Industry

**Energy & Utilities**

Geography

**Malaysia**



## WSG Services

- Responsible for service commitments & daily operations that the organization provides for its customers
- Customer & Business Call Centre Services, including key account & connect team with a 24 hours 7 days call centre for billing, accounts, outages & emergencies.
- Ticketing & Resolutions Services coordinating with the external contractor

## Key Result & Benefits

- Audited results shows a drastic of improvement in workflows and manpower management. That served the primary purpose to achieve the compliances from Energy Commission.

## The Improved Outcome

- Improved workforce management & speech level
- Reduced dropped call & improve service levels
- Improved effectiveness & timeliness of billing resolutions & outages issue
- Reduced expenses issue resolution time
- Consistency & clarity in content & delivery of recorded message.

