



Case Study



HUNTSVILLE UTILITIES
ELECTRICITY • NATURAL GAS • WATER

BACKGROUND

Huntsville Utilities is located in Alabama and owned by the City of Huntsville. The company provides electricity, natural gas and water to more than 300,00 customers. Each natural resource is managed by a separate board, but share the management, customer services, billing, meter reading, accounting and purchasing functions.

CHALLENGE

Huntsville Utilities sought to replace its on-premise switch with a telephone system that would help them future proof their environment. The system had to offer an IVR that could tie back into their SAP ERP system and offer customers self-service options. It needed to be user friendly with a roadmap that would integrate the solution into their SAP CRM system for customer service inquiries as well.

The project began in 2014 and was completed on time and on budget. ECENTA developed a new feature in SAP Contact Center called “Pro-active Notification”. This feature allowed the company to create a call list from any external system and have the Contact Center software automatically call those customers and provide notices. The customer may choose, with the touch of their phone’s keypad, to be re-directed back into the Huntsville Utilities self-service interactive voice response system to complete their transaction, or connect with a live agent.

HOW ECENTA HELPED

Huntsville Utilities purchased SAP Contact Center in 2009 and ECENTA implemented the solution. In 2014, ECENTA came back to perform a SAP Contact Center upgrade at the same time the company decided to upgrade their SAP CRM environment to v7 EhP 3.

CLIENT

Huntsville Utilities

SCOPE

Implementation and integration

PRODUCTS

SAP CRM
SAP Contact Center





RESULTS

- Upgraded Huntsville core ERP & CRM systems for improved processes
- Reduced regulatory complaints
- Automated service interruption communication so that agents could focus on service
- Automated billing to free up time for accounting

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