STATE-OF-THE-ART TECHNOLOGY IN ACTION

- Friendly customer call experience: Netze BW has invested in nearly 10,000 professional place name recordings,
- State-of-the-art voice recognition technology and speech synthesis for announcing text of any kind and location names unknown so far,
- Netze BW can easily install and configure new tenants and supply types on their own with no programming effort.

ABOUT NETZE BW

Netze BW GmbH is the largest electric power, gas, and water distribution system operator in the state of Baden-Württemberg and a wholly owned subsidiary of EnBW Energie Baden-Württemberg AG. Netze BW operates EnBW's high, medium, and low voltage grids as well as their gas distribution system.

The company supplies around 600,000 citizens in the state's capital, Stuttgart, with drinking water. Netze BW also provides network services for municipalities, public utilities and industrial enterprises in the areas of electric power, gas, water, heating, and telecommunications. The company has a work force of 3,502 employees and 484 vocational trainees. (Source: www.netze-bw.de)

ABOUT CREALOG

CreaLog is a leading supplier of voice dialog systems in Europe with reference deployments in 30 countries. The CreaLog Platform features full web administration and is used by more than 400 customers in over 30 different market segments, operating around 60,000 installed lines.

CreaLog's reference deployments include corporate customers such as PAYBACK, HypoVereinsbank and Savings Banks, power utilities, interactive TV stations such as 1-2-3.tv and SKY as well as telcos and value added service providers such as Deutsche Telekom, Vodafone, Swisscom, and A1 from Austria.

More information at: www.crealog.com

GERMANY

MUNICH
Frankfurter Ring 211
80807 München

FRANKFURT
Letzter Hasenpfad 64
60598 Frankfurt / Main

Phone: +49 89 324656-0

AUSTRIA

VIENNA
Simmeringer Hauptstraße 24
1110 Wien
Phone: +43 1 74040-640

info@crealog.com
www.crealog.com

Version 12

CREALOG

Netze BW

CASE STUDY

ALL TIME ACCESS GUARANTEED

Voice portal off-loads grid operator's control rooms

JÜRGEN MÜLLER,
GRID CONTROL
SYSTEMS ENGINEER

"Our nodes are all connected to our remote monitoring system so we are alerted immediately when, for instance, a transformer develops a short circuit fault. Our central control room determines location and extent of the fault and forwards this information directly to the CreaLog IVR system."

EVERY BLACKOUT COMES AS A SURPRISE

It was really quite a normal Tuesday morning in the town of Esslingen on the Neckar. All of a sudden, in the entire district surrounding the Harbor Market, all the lights went out. The coffee maker in the popular Café E. went on strike, the Webers' under cabinet radio was silent, and the cash register in the neighborhood grocery stopped working. What had happened? All the fuses in the fuse box were O. K. Next question: Has the neighbor next door got power?

Soon it was obvious for most of the affected people: This could only be a general power failure. So the breakdown needed to be reported to the relevant power utility. But neither Mr Weber nor the grocery store manager could reach the fault hotline — it was engaged all the time. Scarcely surprising: At least a hundred other neighbors were trying to report the power failure as well.

TODAY: A WELL PREPARED FAULT HOTLINE

That's history. Today, this fictional story would continue quite differently: No more engaged signals, all calls answered by the friendly voice of a voice-enabled computer: "Welcome to the Netze BW fault hotline. Please specify your postal code ... Thank you. An electric power fault has occurred in the inner city area of Esslingen. Our specialists are already engaged in removing the interruption and we are working to resume our power supply services as soon as possible. We hope we could help you with this information ..."

This short description alone clearly shows that remarkable things must have taken place in the background. Back in 2013, Netze BW, a wholly owned subsidiary of the power utility, EnBW, hat made an important decision: A voice portal was to be used to resolve the issue of insufficient accessibility at peak times once and for all. Another requirement was to unburden the control room staff effectively, enabling them to support their co-workers in resolving service interruptions instead of answering to the same fault report over and over again. These were, in a nutshell, the requirements CreaLog needed to meet after Netze BW had opted for the Munich-based voice portal specialist's convincing solution proposal.

REMOTE MONITORING, AUTOMATED ALERTS, AND SMART DATA TRANSFER

Jürgen Müller, grid control systems engineer with Netze BW, pictures the current situation: "Each of our power grid's nodes covers several residential streets or urban districts. These nodes are all connected to our remote monitoring system so we are alerted immediately when, for instance, a transformer develops a short circuit fault. Our central control room determines location and extent of the fault and forwards this information to the CreaLog IVR system directly: Power down in postal code area 73728."

Not surprisingly, the fault hotline's lines will now run hot. For each call, the CreaLog voice portal searches the updated fault data base to see whether a power failure is already known for the given postal code area. If this is the case the affected district is immediately announced to the caller. Netze BW has re-

corded nearly 10,000 location names professionally in a sound studio, enabling them to deliver a particularly customer friendly calling experience.

More than that: Following this announcement, which will satisfy affected customers in most cases, the voice enabled computer offers the caller an additional option: "To report further details about this fault or another one, please press one." If callers do as suggested the call is forwarded to a staff member in one of Netze BW's three grid control rooms in the state of Baden-Württemberg.

UP TO 80 PERCENT OF REPORTS HANDLED BY VOICE PORTAL

Jürgen Müller admits he is impressed of how far and lastingly the voice enabled computer has relieved the control room staff of their workload: "Depending on the affected region and the fault's nature, the CreaLog solution can handle up to 80 percent of the calls fully on its own. This real life example shows the voice enabled computer handling some 68 percent of all calls on a typical winter power failure day, and even 82 percent during the one-hour morning time interval. These are truly convincing figures!"

So much for electric power failures. But what about gas water heaters or ovens suddenly failing or taps only producing trickles of water? For those cases, Netze BW has given their customers a special, likewise toll-free 0800 service number. The same applies for faults in the utility's district heating system.

A STRONG SOLUTION FOR TENANTS AS WELL

Being a multi-tenant system, the CreaLog solution not only serves customers of Netze BW but also supports other regional utilities' customer services. New tenants, supply types, and call forwarding destinations can easily be integrated into the system.

"In the end, all service hotlines are about customers actually getting through to their supplier if they want to report a fault — at any time of day and seven days a week."

says Michael Minn. Michael works in Netze BW's TC system planning department.

	Time of day			
	All day	**8-9 am**	**9-10 am**	**1-2 pm**
Number of calls	936	120	153	283
Calls dealt with by IVR announcement	633	99	101	204
In percent	**68**	**83**	**66**	**72**

"Friendly customer service instead of congested lines — this can only be achieved with the help of modern technology. The automated voice response solution is an indispensable ingredient for our service center's performance. Not only do we utilize this strong solution for our own customers but we also make it available for tenants such as municipal utilities and other service providers."

MICHAEL MINN,
TC SYSTEM
PLANNING DEPARTMENT