



## Énergie NB Power SUCCESS STORY

### SUMMARY

UTILITIES | NORTH AMERICA | [24]7 VIRTUAL AGENT

NB Power is the primary electrical utility in the Canadian province of New Brunswick providing electricity to over 400,000 customers. NB Power’s mission is to take care of the planet, its province and its communities. Its goal is to increase customer satisfaction through better self-service capabilities while saving money in the process.

Reduced the number of contact center agents required by

**20 agents**

Reduction in agent handled calls

**30%**

Answer accuracy rate

**96%**

Questions that receive an answer

**87%**



### CHALLENGE

NB Power’s goal was to provide more self-serve options for its customers to improve customer satisfaction. To reduce customer frustration, NB Power also needed to deliver consistent information to customers across all channels. To lower costs, NB Power needed to reduce calls to its contact centers by providing answers to the most popular questions online – freeing agents to handle more complex queries.

### SOLUTION

NB Power launched [24]7 Virtual Agent on its public website and since then, the virtual agent has correctly answered over 400,000 questions in both English and French.

To make it easy for customers to find answers to their questions, NB Power added a persistent “What are you looking for?” search box at the top right corner of its website. NB Power also added an “ASK US” bubble in strategically located places on its website for even greater visibility.

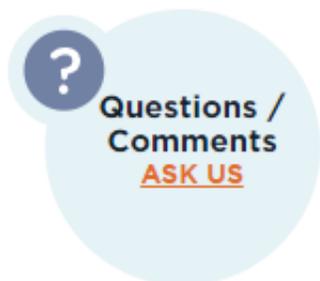
In addition, a “Top 10 Questions” list along with a “You may also be interested in:” question list help NB Power customers find answers to their questions quickly and with minimal effort.

### RESULTS

NB Power experienced a 30% decrease in calls hitting its contact center which resulted in a reduction of 20 agents. Since customers are finding answers to their questions online, they have fewer reasons to call the contact center – reducing customer effort while saving NB Power thousands in operating costs.

Over the years, [24]7.ai has worked with NB Power to analyze the efficacy of its virtual agent and made continual additions and improvements to the knowledge base resulting in an industry leading 96% answer accuracy rate.

The net result is that customers are happier, agents are more productive, and NB Power operating costs are optimized.



Let [24]7.ai help your organization achieve extraordinary results. Contact us today.

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