



## CEZ, the largest energy supplier in the Czech Republic, offers speech self-service

**“Customers are becoming accustomed to self-service and we intend to further develop our self-service offering in the future.”**

Martin Doubalik, Voice Technology Architect, CEZ ICT Services



**CEZ GROUP**



#### **CUSTOMER NAME:**

CEZ Group  
[www.cez.cz/en/home.html](http://www.cez.cz/en/home.html)

#### **PARTNER NAME:**

ICZ a.s.  
[www.icz.cz](http://www.icz.cz)

#### **INDUSTRY:**

Utility

#### **THE CHALLENGE:**

To differentiate CEZ's utility services by concentrating on customer experience and offering innovative, flexible over-the-phone services

#### **The organisation**

The core business activity of CEZ a.s. is the production and distribution of electricity and the related support of the power system. In 2003 CEZ a.s. merged with a number of distribution companies to become the most important energy group in the region of Central and Eastern Europe, CEZ Group. The group has steadily grown through acquisition and has expanded into other Central European countries.

#### **The partner**

ICZ a.s. is one of the leading information and communications technology providers in the Czech Republic and has been a partner of Vicorp since the beginning of 2007. They focus on several industry sectors including public sector administration, telecommunications, finance and utilities. They are authorised by the national Security Bureau to handle confidential information and they offer telecommunication solutions such as contact centres, voice portals based on VoiceXML platforms and voice recording.

“We were delighted to find that our partner ICZ a.s. took the Open Designer (xMP) product with such ease and were building test lab applications before we completed their formal training” commented Craig Ashmole, Vicorp VP Alliances & New Markets. “This is a testament to the ability for non-technical speech developers to very quickly pick up on the development environment and produce speech call flows”.

#### **The challenge**

Since the creation of the CEZ Group, the integration of the acquired businesses has been a major goal. The group is keen to implement a single management system and start taking full advantage of an integrated organisation. In the energy market competition is growing and the CEZ Group's strategic objective is not only to be successful in the Czech Republic, but also in the more competitive EU markets.

In order to remain competitive and differentiate in the market, CEZ decided to pay keen attention to the customer experience and offer outstanding over-the-phone services. The innovative solution needed to be flexible, transparent and integrated so that it would become a true advantage to the call centre.



CEZ GROUP



#### THE SOLUTION:

- *Application SCE Tool:* Vicorp xMP
- *Application Runtime Platform:* Vicorp xMP
- *Media Server:* Genesys Voice Portal

#### THE BENEFITS:

- Flexibility to improve call centre service levels and therefore maintaining competitive edge
- Flexibility for the partner to carry out controlled small system changes, without specialist knowledge
- Ability to easily encompass new brands as the group expands
- Streamlining of services within the contact centre
- Cost saving

#### The solution

CEZ chose ICZ as their solution provider because of their reputation and experience and ICZ chose Vicorp's Open Designer (xMP) as the service creation tool because it is based on industry open standards and the ease of use. ICZ's solution is based on Genesys Voice Portal platform with which applications built on Vicorp's product work seamlessly.

CEZ wanted to offer separate and differentiated over-the-phone services to customers. For example a customer help line, a VIP line to high-value customers, an outage help line, a call back service, a customer satisfaction feedback service, an internal service desk and self-service options.

#### The benefits

With Vicorp's Open Designer (xMP) ICZ are able to easily generate and edit voice applications for CEZ, while ICZ can operate and administer a large number of voice applications themselves without specific technology knowledge. As CEZ can make non-technical changes to their applications themselves without specialist speech knowledge, they make cost savings including quick change control which ultimately is making them more efficient and competitive.

Open Designer (xMP) delivers for CEZ the flexibility that they require in order to differentiate their service in the marketplace. For example they may activate and deactivate a short-term application such as a customer survey without any complicated change requirements. Additionally, the CEZ service team can obtain transparent and consolidated reporting, so they can monitor and analyse customer behaviour with the voice application. With the visibility of how each application is performing they are in a position to implement a programme of continuous improvement ensuring that the service they offer continues to be outstanding.

"Communication through the contact centre is a fundamental part of corporate communication with customers," says Martin Doubalik, Voice Technology Architect, CEZ ICT Services. "It's important to be able to respond to customer demands and questions quickly and effectively. Customers are becoming accustomed to self-service and we intend to further develop our self-service offering in the future."

## Contact us

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