sage

Sage CRM ensures Swaziland Electricity Company is the electricity for the future

Customer
Swaziland Electricity Company

Industry
Utilities

Location
South Africa

Solution
Sage CRM

In a bid to meet the standards set out by the Swaziland Energy Regulatory Authority (SERA), SEC has roped in the services of Sage CRM as a business enabler to help streamline their operations and customer service divisions.

This comes after SERA established a new set of standards which the Swaziland Electricity Company (SEC) has to comply with which relate to customer service.

According to a statement from Watt Communications, Sage Premier Partner AccTech Systems was selected as the technology partner for the project.

"Whilst SEC has always managed the technical challenges related to the supply of electricity with several cutting-edge systems, the application process for electricity connection and supply was predominantly a manual process. Paper application forms were completed at the various branches after which they were sent to the Marketing office in Manzini for processing.

These forms were not stored in any kind of electronic format until the electricity service was ready to be connected. As a result our customers would receive up to six different reference numbers as they go through the electricity connection and supply process," said Sifiso Dhlamini, the Corporate Communications Manager at SEC.

SEC's customer call centre at their regional office in Manzini was faced with some challenges as a result of their manual paper processes.

'At SEC one of our core values is Service Excellence and with the help of AccTech Systems and Sage CRM we will be able to live up to this value.'

Sifiso Dhlamini,
Corporate Communications Manager,
SEC

Challenge
New standards set out by the Swaziland Energy Regulatory Authority (SERA) meant that SEC needed a solution that would streamline their operations and customer services divisions.

Solution
The implementation of Sage CRM resulted in all manual paper forms being removed from SEC branches. Customer details are now captured electronically and customer signatures obtained via electronic signature pads. This has contributed to significant improvements in accuracy and turnaround time.

Results
With the help of Sage CRM, SEC are now able to deliver on their core value of providing excellent customer service and they are now able to accurately report on their performance against various standards and service levels.

'Their experience, together with the low total cost of ownership of Sage CRM means that we can now deliver customer service of the highest international standards allowing us to deliver on our slogan's promise being electricity for the future.'

Sifiso Dhlamini,
Corporate Communications Manager,
SEC

The new system will result in all manual paper forms being removed from the branches. Customer details will be captured electronically and customer signatures will be obtained via electronic signature pads. This will also contribute to significant improvements in accuracy and turnaround time.

"The lack of visibility of the customer information meant it was extremely difficult for our call centre agents to effectively manage and process cases relating to applications or electricity outages and notifications of illegal activities such as cable theft and illegal connections.

"At SEC one of our core values is Service Excellence and with the help of AccTech Systems and Sage CRM we will be able to live up to this value," Dhlamini said.

Chief Executive Officer at AccTech Systems Tertius Zitzke explained that these standards set out by SERA and the new Customer Service Charter had set SEC a stringent set of targets in relation to customer service, query resolution, speed of electricity supply and outage management.

"Once fully deployed, Sage CRM will assist SEC to pro-actively ensure that these standards and service levels are conformed to and it will allow SEC to accurately report on their performance against these various standards and service levels," said Zitzke.

Dlamini noted that AccTech Systems proved itself as a vendor that was able to quickly understand their requirements and was able to translate this into an effective set of system processes.

"Their experience, together with the low total cost of ownership of Sage CRM, means that we can now deliver customer service of the highest international standards allowing us to deliver on our slogan's promise of electricity for the future," he said.

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

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