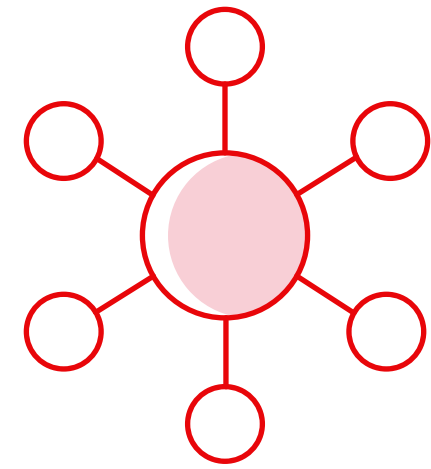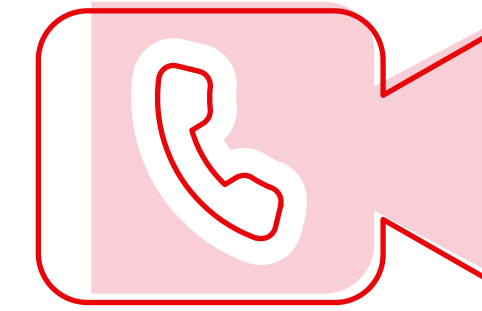# Kaleyra Helps Acea Offer A Digital Experience To Its Customers
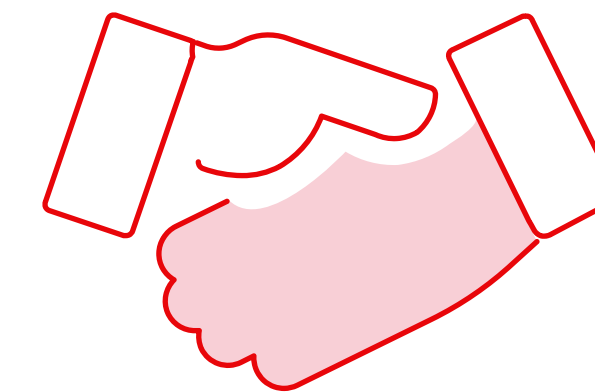
kaleyra | acea

Vertical
Multi-utility

Product
Video

Location
Italy

Client Since
2020

While digital transformation has been relatively slow for the utility sector, those companies that implement digital technologies and adopt new ways of working can significantly benefit from them.

Digital transformation can help multi-utility companies improve customer service operations, explore new business models, reduce churn, and have a competitive edge.

With an increasing number of customers seeking quick support, the need for digital communication platforms is becoming more critical. Modern multi-utility companies need a robust communication platform to interact with their customers in real-time and resolve their concerns. Here is a case study about how Acea, a multi-utility company, used Kaleyra's services to redefine customer experiences.

ABOUT ACEA

Acea is an integrated multi-utility company leader in the Italian water sector serving approximately 9 million customers. The company manages and develops networks and services in the water, energy, environment, and energy infrastructure sector. The brand aims to improve residents' lives by offering quality everyday essential services.

Being one of Italy's leading companies, Acea always embraced various technologies to provide a high-quality user experience to its customers.

One such initiative has been adopting digital channels to help customers connect with Acea operators via audio-video calls and resolve their concerns remotely. The brand strongly believes that technology should make business communications easier and accessible anytime, anywhere. At the same time, offer some space for a human connection for detailed discussions like commercial queries or a customer service need.
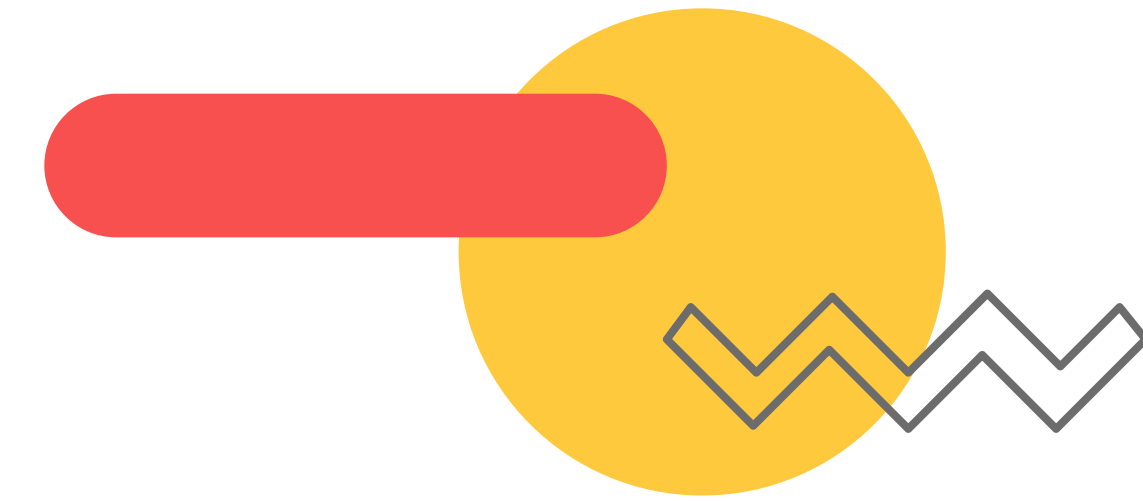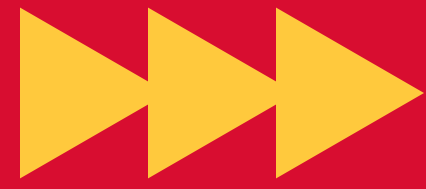
Acea's Goal

Acea wanted to provide its end-users with a premium digital experience with human connect by quickly addressing their queries and guiding them through key servicing moments.
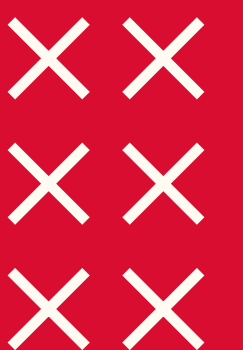
ACEA's Key Requirement

Acea manages and develops networks and services in the water, energy, environment, and energy infrastructure sector. The brand had already digitized its customer service department and already offered digital support to its customers with web platforms.

However, being a tech-savvy company, Acea wanted to combine innovation and customer proximity. As a result, ACEA launched new services, in addition to physical counters, to offer dedicated support to its customers.

The brand introduced digital counters **"Sportello Digitale"** and the **"Waidy Point"**, dedicated to water service customers.

The idea behind launching these new services was to enable Acea to further digitize the customer service process. To make this process functional, Acea wanted a video solution provider to integrate an audio-video communication channel, connecting customers and operators via video call in just one click from any device.

Acea also wanted to integrate video calling into their Genesys Cloud, the platform they use to manage their contact center better, to provide customers with a real-time face-to-face interaction experience. They were looking for a video solutions provider that could help its operators efficiently handle the growing number of customer interactions without ever sacrificing security, privacy, or service quality.

9:41

acea
Customer Support
Dialing...

Mute   Enable   Switch   Hangup
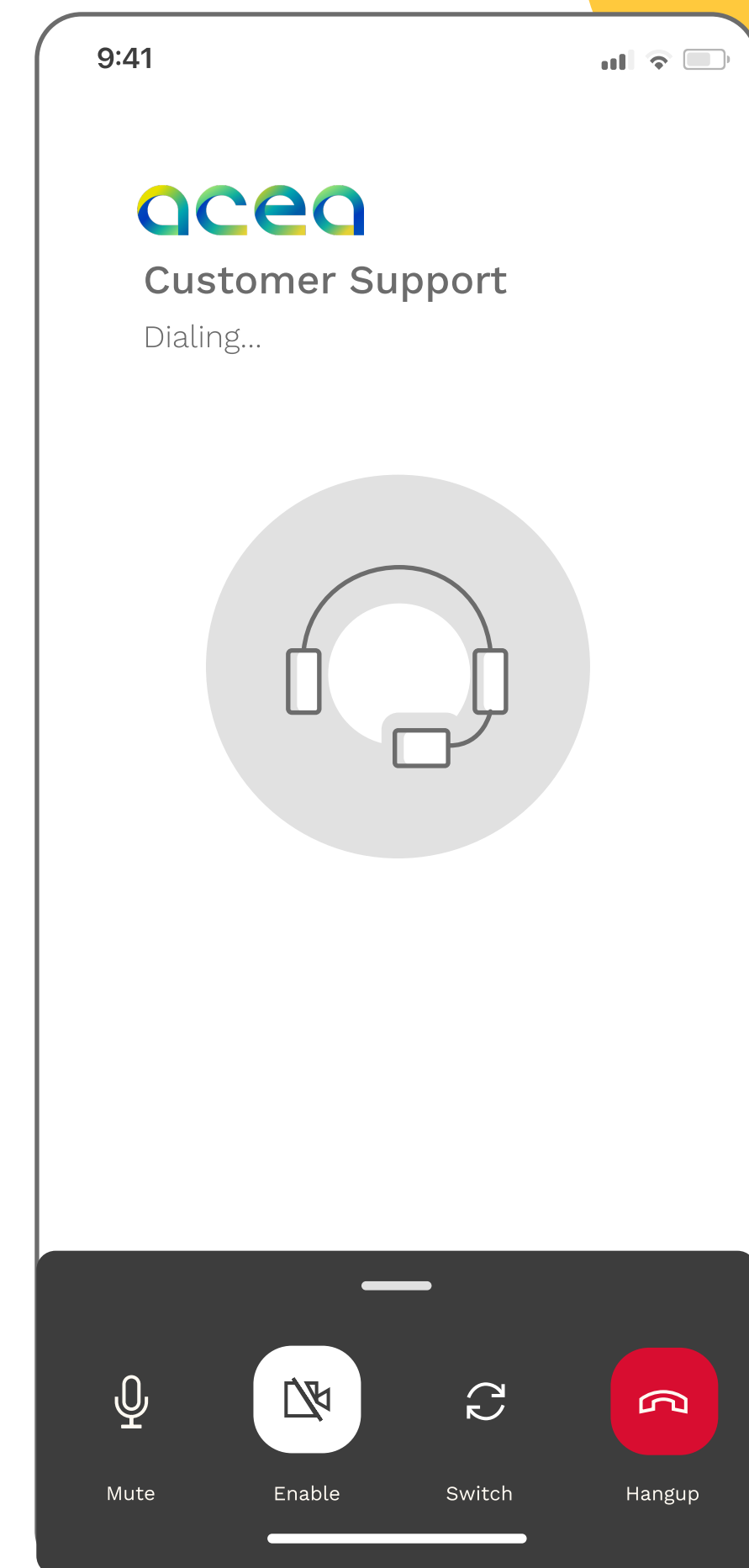
How Kaleyra addressed Acea's concern

Integrating Kaleyra's Video solution with Acea's existing systems helped its operators easily handle customers' commercial queries, provide them with personal assistance, and maximize customer satisfaction.

Connecting Acea's operators with customers through digital branch

To ease the communication process between customers and its operators, Acea provided two options for appointment booking and meeting. The first option required the customers to fill out a form and book an appointment through Acea's website. Upon the appointment confirmation, the customers would receive an email with the appointment confirmation slot along with a link to join the video call with Acea's representative. The customers could just click on the meeting link and join the video call without installing any external software.

Acea also set up Waidy point (Totem signage) across the province of Rome for customers who are less used to using new technologies. This second option allowed the customers to book an appointment with an operator through Acea's call center or other digital touchpoints.
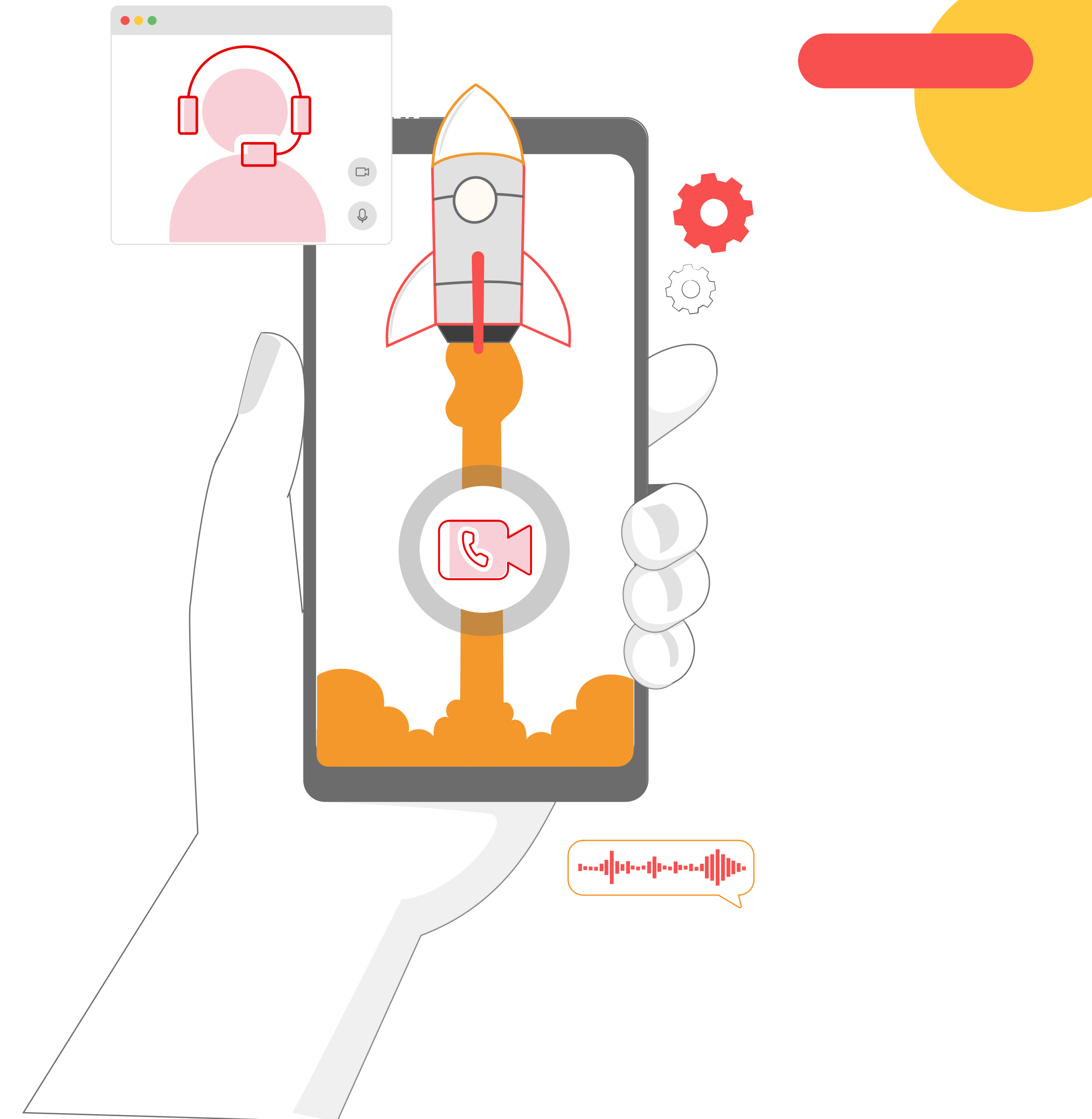
On the day of the appointment, the customers will have to go to one of the Waidy points with their appointment confirmation email and the assigned QR code, seek the help of an employee present on-site, to contact the Acea operators via video call.

As a result, Acea caters to both their customers' and their operators' needs. The customers can select the option they prefer for booking an appointment and contacting the operators. Acea operators, meanwhile, have the flexibility to work remotely and assist customers from anywhere. In addition, Acea's service efficiency was also improved, and managers could save time and money by keeping up with users' needs.

Kaleyra helped Acea handle thousands of video calls seamlessly. With Kaleyra Video, based on WebRTC technology, users could enter calls from any browser without downloading any external software.
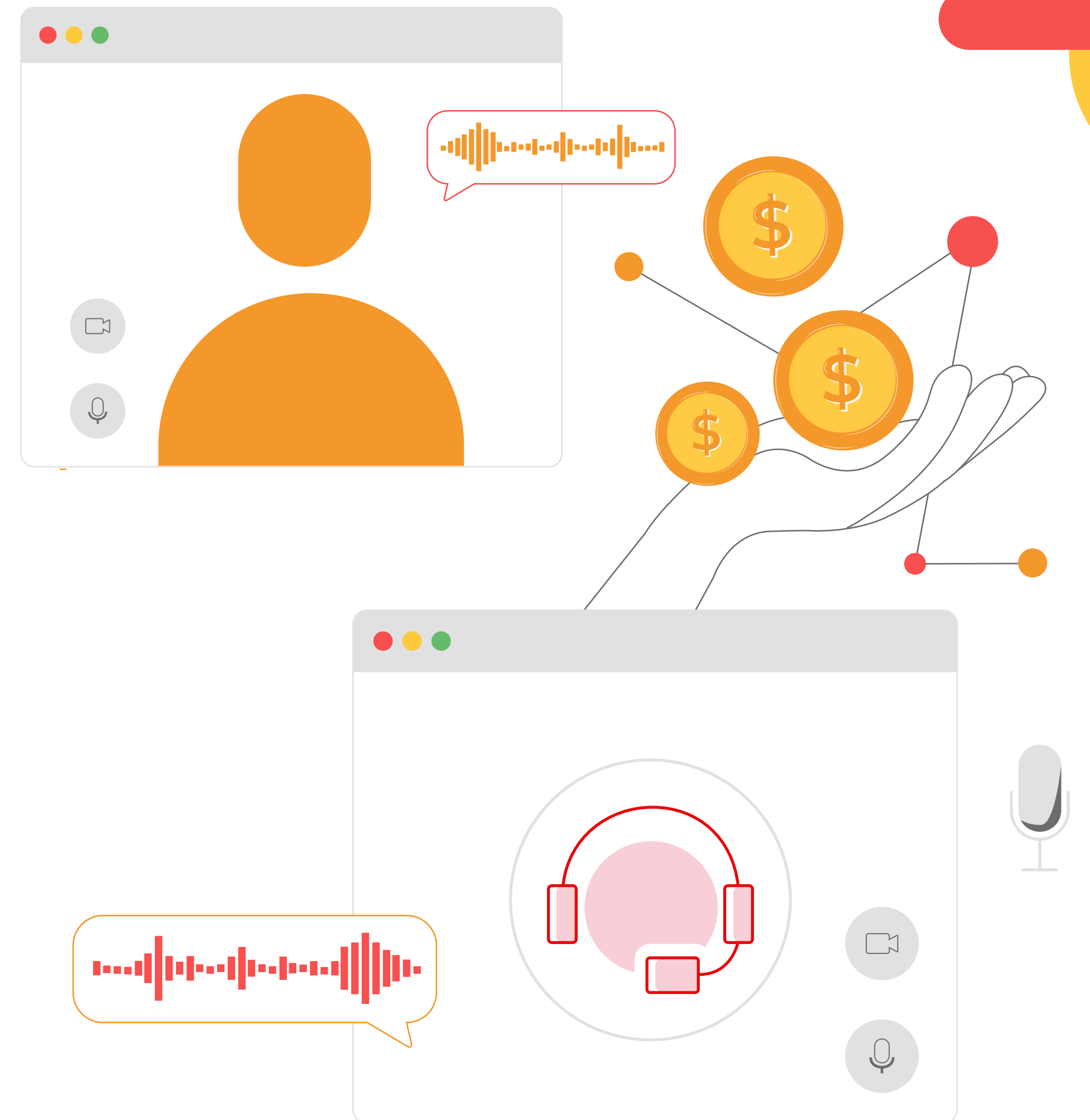
Image source : romatoday.it

Enabling Waidy Points with video calling capabilities

Waidy Point is a mobile structure in the shape of a cubic cabin, equipped with a monitor, internet network, and printer. Kaleyra helped Acea in setting up a video calling facility at all the Waidy points located in the province of Rome. Each Waidy point has a dedicated consultant from Acea ready to assist the customers in contacting the Acea operators via video call. Through Kaleyra's WebRTC solution, the operators can get on a video call with the customers and remotely help them carry out all the processes related to water supply, as information requests, new contracts, product's price quotations and more.

Companies that systematically monitor customer experience can take significant steps to improve it.

The impact of the Kaleyra-Acea's collaboration

Through Kaleyra's video solution, Acea can now handle virtual video meetings with higher efficiency. Kaleyra has changed Acea's communication process by creating a personalized and unique experience for all its customers' needs.

The CPaaS model brings down the complexity of contextual communication and ensures that customer service is no longer a fragmented affair.
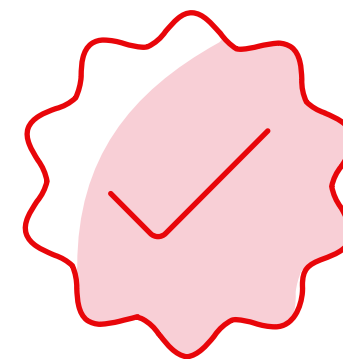
acea

kaleyra

Some achievements since Acea switched to Kaleyra's video services:
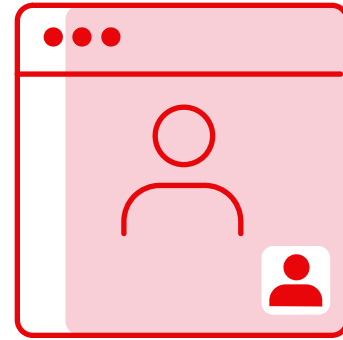
Increased customer calls
After implementing the Kaleyra Video solution, Acea had around 2982 hours of video-based meetings with their customers within a few months.

Improved Appointment Confirmations
Kaleyra Video served as one of the simplest ways to connect with customers. The real-time video calls allowed the operators to communicate with the customers and address their queries efficiently. Following the implementation of Kaleyra Video, Acea had 27,500 confirmed video meetings.
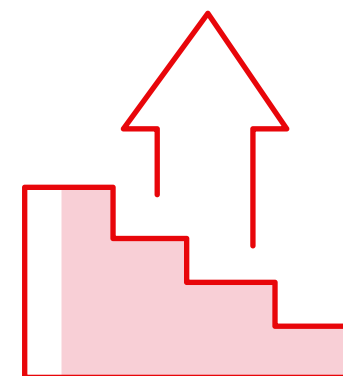
Increased Acea's Net Promoter Score
After fully digitizing their customer service Acea's NPS jumped from 86% to 94%.

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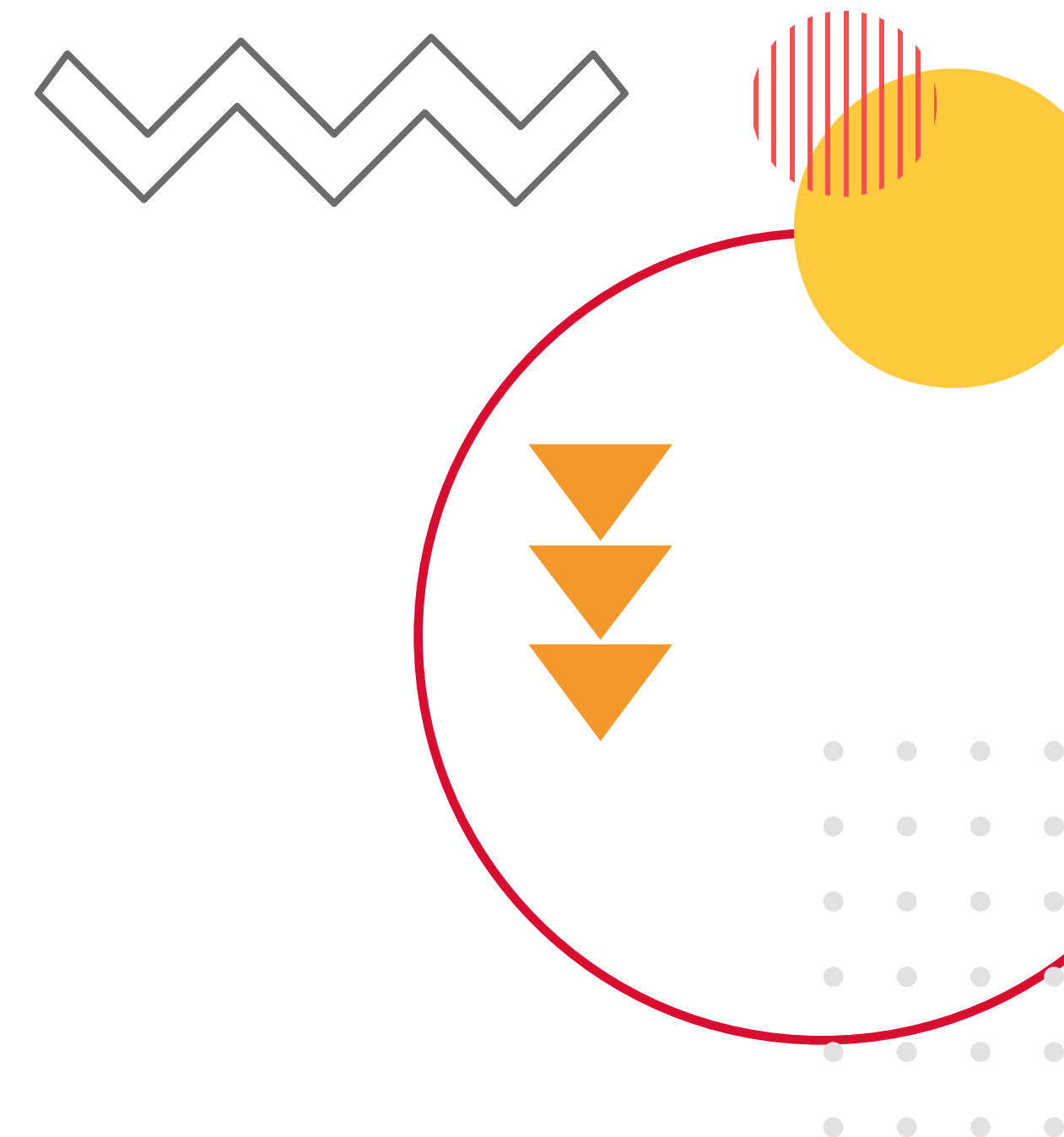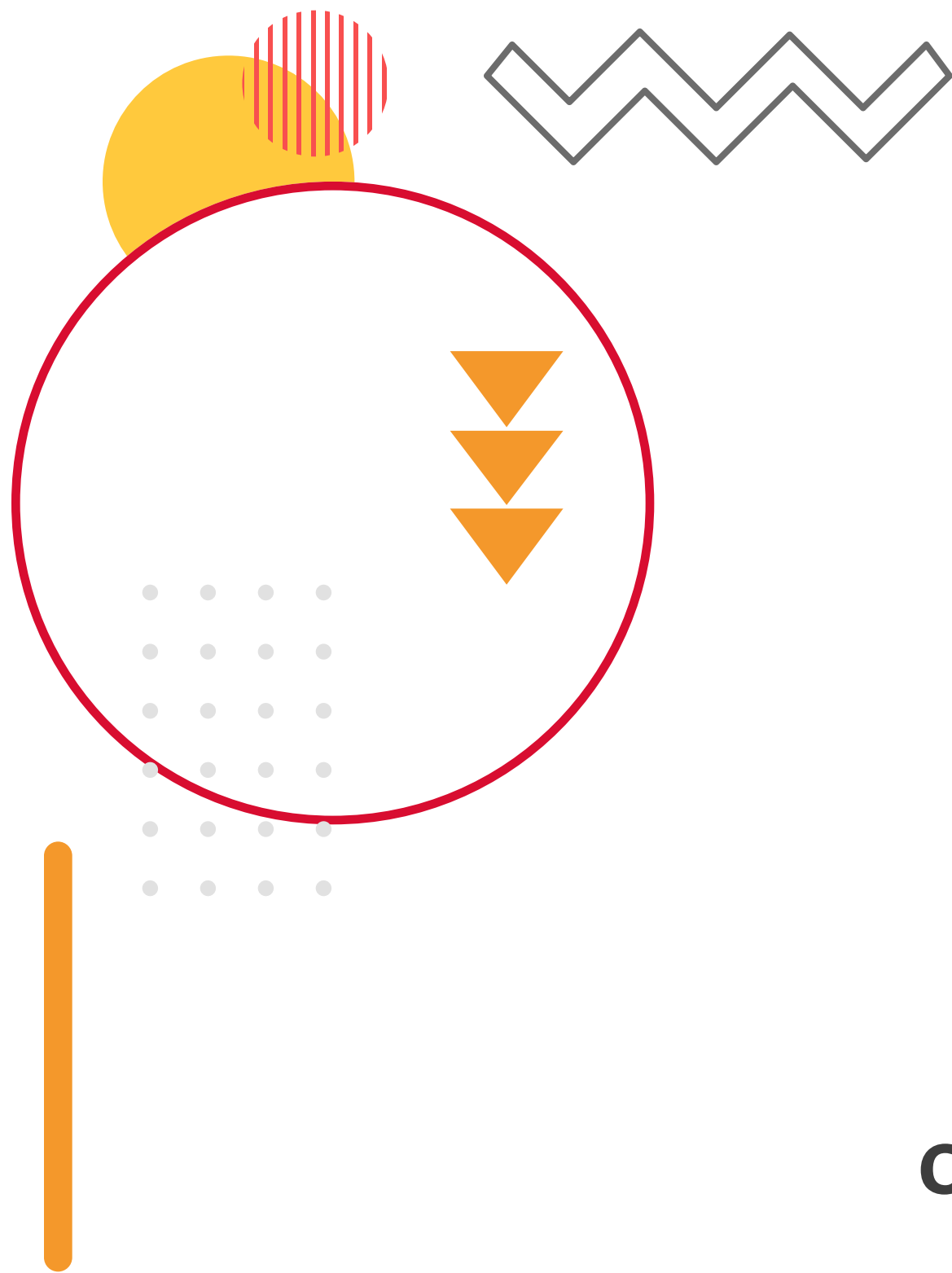
We're ready to help you design the perfect communication experiences for your customers.

Contact Us