

## New ComEd Service Expected to Dramatically Reduce Call Center Hold Times



**CHICAGO, Oct. 9 /PRNewswire/** -- Tired of being placed on hold while waiting for a customer service representative to come on the line? ComEd is saying "no" to lengthy hold times by establishing a new service that gives customers the option of hanging up and having ComEd call them back in the same amount of time they would have been placed on hold.

ComEd operates two call center facilities in the Chicago area that respond to about 13 million calls a year. Most attempts to reach a customer service representative (CSR) are answered within 30 seconds. The utility's call centers can handle 30,000 calls per hour as a result of voice response technology that allows customers to make simple transactions, such as reporting an outage or paying a bill, without having to talk to a CSR. For more complex inquiries, such as billing or credit issues that require the assistance of a CSR, this new feature will dramatically reduce hold times if a representative is not immediately available.

Here's how the technology works. If there is an extended wait time to speak with a CSR, callers will immediately receive the option to hang up and receive a return call in the same amount of time as if they stayed on hold. The service also will be available for Spanish-speaking customers.

"We are always looking for ways to improve customer satisfaction," said Phyllis Batson, vice president of Customer Contact, ComEd. "We know our customers don't like to be placed on hold for long periods of time. This technology upgrade gives them the freedom to do other things while they wait for a customer service representative to call them back."

ComEd says the technology will significantly reduce the number of times customers abandon phone calls because of hold times.

The technology has received rave customer reviews in states where it recently has been introduced, including California, Nevada, Texas, and Wisconsin.

Commonwealth Edison Company (ComEd) is a unit of Chicago-based Exelon Corporation, one of the nation's largest electric utilities with approximately 5.4 million customers. ComEd provides service to approximately 3.8 million customers across Northern Illinois, or 70 percent of the state's population.

SOURCE ComEd



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*Experience what your customers experience on a Virtual Hold call.*