

Case Study: Cobb EMC

INDUSTRY
Utilities

UC PLATFORM
Mitel 3300 - MiVoice

LOCATION
Marietta, Georgia

GOAL
Record conversations to ensure high levels of customer service.

<https://cobbemc.com/>



About Cobb EMC

As a not-for-profit, member-owned electric cooperative, Cobb EMC safely delivers reliable electricity to nearly 200,000 residential and commercial consumers in the Georgia counties of Cobb, Bartow, Cherokee, Fulton and Paulding. The organization is consistently recognized for competitive rates, commitment to renewable energy, and giving back to the communities it serves.

Cobb is one of the largest EMCs in the nation and the company's wholly-owned subsidiary, Gas South, is a leading provider of natural gas in the Southeast.

A Seamless Transition

With customers spread across a large and diverse service area, Cobb EMC must meet the needs of people across a five-county service area in Georgia. Cobb EMC needed an efficient way to change UC platforms, and because ChorusCX is platform agnostic, they could easily port over to the new Mitel 3300 – MiVoice system without missing a step.

As a company that has to work when no one else does, Cobb EMC called upon the reliable team at ChorusCX to help seamlessly transition between phone systems. Jay Kenyon, the Director of Communications at Cobb EMC comments, "The ChorusCX team was amazing. One of the nice things about the company is the employees are very knowledgeable. They take the pain out of moving from system to system. The people at ChorusCX really know their stuff."

ChorusCX's flexible solution enables the company to accommodate various communication platforms, including those with streaming capabilities. Cobb EMC uses Mitel MiVoice Business with SRC which streams the conversation to Workforce Optimization for recording. This allows Cobb EMC to pivot quickly to a remote work environment while still capturing all customer conversations.

Deployment

ChorusCX concurrent license model made deployment smooth and straightforward. Cobb EMC can now share licenses between agents who are clocking in at different times. It's cost-effective too. Kenyon remarks, "The concurrent licenses rock!"

The advantages of concurrent licensing are clear: it provides flexibility, cost efficiency, and the ability to record an unlimited number of employees.

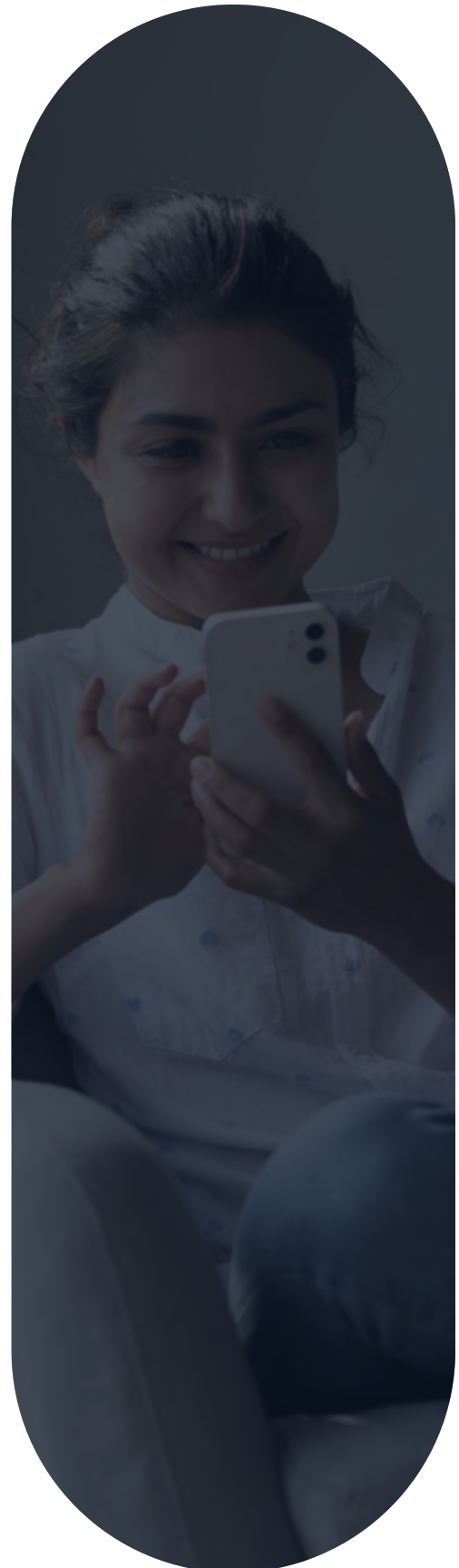
- Flexibility: Cobb EMC agents can access the software from different devices and different locations across the country. This makes transferring access to new employees a cinch.
- Cost efficiency: Cobb EMC only pays for the number of licenses used at a given time.
- Unlimited number of accounts: Cobb EMC can open as many accounts as they need on an unlimited number of employee devices.

The Customer Experience

Due to the need to communicate with both customers and employees in the field for routine maintenance or in cases of emergency, Cobb EMC needed powerful and secure call and screen recording with quality management. The ChorusCX solution enables Cobb EMC to record 23 agents in addition to recording their power control center that talks to crews in the field.

Kenyon compares the old system and the new ChorusCX recording platform, "Our previous recording software was high dollar and high maintenance whereas the ChorusCX product is really a breath of fresh air. It is very reliable."

ChorusCX offers a robust Workforce Optimization solution for an affordable price tag. Cobb EMC can better manage its workforce of agents and analyze interactions between the Cobb EMC control center and field employees who assist customers on location.



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