

Contact us for residential and commercial energy customer acquisition solutions!

### Overview

Influent provides multi-lingual outsourced customer contact solutions that maximize the value and reduce the cost of each inbound and outbound interaction. Our focus on scalable and repeatable best practices has enabled us to grow energy programs in multiple states from tests to roll-outs while maintaining the highest performance and quality standards. Influent has proven experience educating residential and commercial customers about the benefits of choice and helping them make informed decisions.

### The Client's Challenge

A well known and fast growing supplier of natural gas and electric to commercial and residential customers in deregulated markets sought an outsourced teleservices partner to help market their services in several states. The challenges they faced included minimum consumer education about deregulation as well as no perceived price advantage against the utilities. The client wanted to test fixed and variable rate plans as well as multi year rates and rebate offers.

### The Influent Solution

It was clear the client needed an outsourcing partner who could offer flexibility in terms of training, scripting as well as operational capacity in order to react to what was likely to be frequent program, pricing and information changes. Influent created scripting shells that could be easily and quickly updated. Training focused on the features of the Choice program and how it benefited residential and commercial accounts by offering an alternative to their current natural gas and/or electricity supplier. Sales skills stressed focusing on fixed rate billing packages when price advantage did not exist as well as promoting rebate offers.

### The Outcome

Influent exceeded the client's performance and quality expectations by 10% in the first market we contacted. This resulted in the client awarding Influent electric marketing to commercial accounts in a single market. Within six months, Influent gained eight more markets. A choice was made to allow representatives to leave voice mail messages with commercial accounts providing a toll-free number for call back.

Influent received a significant number of returned calls that ultimately yielded over 40% of all new commercial sales made. Providing a call back mechanism to consumers and businesses is now a standard practice offered on all new energy program launches.

Initial programs were incubated in a domestic contact center with a small, dedicated representative team. As a result of consistent success, the client agreed to a partial migration of outbound calling to Influent's Colón, Panama contact center. This provided cost and capacity flexibility to the client as well as the ability to contact and services Spanish speaking customers. Today, several energy clients have placed their bilingual inbound and outbound sales and service programs in Panama in order to reach the growing Hispanic market.

### Learn More

Call us today at 1.800.856.6768 or visit our website at [www.influentinc.com](http://www.influentinc.com) to learn more about how Influent helps energy clients grow both residential and commercial customer markets.

**"Now, residential and small business consumers are beginning to enjoy the same freedom of choice, which in most cases means lower prices."**

**- US Government General Accounting Office (GAO) Report on Energy Choice**

