

IMPACT STORY



The Context

For many years, Westar Energy has been one of the largest utilities in the Midwest, and the sole provider in Eastern Kansas, employing 2,400 people, serving nearly 700,000 residential, commercial, and industrial customers, and operating more than 35,000 miles of transmission and distribution lines.

The Opportunity

As the only utility option for most customers, Westar enjoyed a monopoly and could have chosen to prioritize short-term shareholder value over customer experience. Realizing that customers would have many more options in the future, Westar took a proactive approach to invest in understanding its customers early in order to earn their trust. One of the first steps in the initiative was to implement a comprehensive listening program with InMoment.

The Impact

Using the InMoment platform, Westar collects and ingests customer feedback through its contact center, field agents, and other customer touchpoints. Insights and recommendations are shared with the executive

team to help them prioritize and resource the right actions, as well as managers to create employee-specific coaching plans. Through the InMoment platform, Westar is able to effectively and efficiently manage and resolve cases, responding directly to customers with concerns, as well as customers who provide positive feedback. Westar also collects feedback from contact center and field agents to provide more detail on the customer experience, as well as their own experience as employees. Getting both sides of the story provides more specific and actionable intelligence.

InMoment insights are also provided to Westar's Touchpoint Teams, a cross-functional group charged with prioritizing projects, creating strategies, and assigning action groups. In the first year alone, this group completed 22 distinct improvements across the business. One example was eliminating the new customer deposit. InMoment identified this as a significant friction point for customers that actually created an adversarial relationship from day one. Upon further analysis, Westar discovered that not only was this fee costing the company the trust and goodwill of their customers, administering the process cost more

than it earned in hard dollars. Armed with this information, the company eliminated the fee, boosting customer satisfaction and reducing costs.

What's Next

As part of a recent merger, the company will be able to serve more customers with wider geographic diversity. Westar will continue to ensure it gathers and implements customer feedback throughout the rebranding process.

SUMMARY

- **Increased customer satisfaction and reduced costs**
- **Armed executives with intelligence to inform organizational change**
- **Recommended specific coaching for individual employees**
- **Helped prioritize and drive 22 operational changes in one year**