

## Aurora Energy powers up their CX with a Premier cloud contact centre transformation

Aurora Energy is the retail arm of the Hydro-Electric Commission, which has sold and distributed energy to the Tasmanian community since 1998. Aurora's core mission of providing energy and serving its community has led to significant growth and a strong focus on customer service innovations.

### The situation

Aurora Energy needed to upgrade an aged system to continue its longstanding objective of delivering customer-centric services.

Their search centered on a scalable, best-in-class omnichannel solution integrated with workforce management to help their customer service staff to provide efficient CX-focused support and minimise future growing pains.

### Premier's response

Premier Contact Point's consultative approach and applying best practice to optimise business outcomes aided Aurora Energy achieve their primary goals including:

- A cloud contact centre solution that could easily scale to meet on-demand requirements
- Blended inbound and outbound dialler calls and omnichannel queueing functionality
- Integration with a leading WFM solution to assist in forecasting and a global billing system to facilitate accounts payable collections
- An Australian based service desk team able to provide high touch, responsive support.



*"The communication has been pretty good from Premier. With our relationship with our program manager Tim, we know we've got a direct conduit in there that you can rely upon. That is where the trust to work with Premier has been built, through our relationship. Along with this, the transparency in operations has been very helpful..."*

**Andrew Wilson**

Process Delivery Lead, Aurora Energy

### Outcomes

- Customers and contact centre staff reported high levels of satisfaction rates after Premier's solution has been implemented.
- Class leading real-time and BI reporting tools provided managers with actionable insights, which enabled the delivery of improved customer experience and identified areas for significant agent productivity gains.
- Overall, Premier Contact Point facilitated Aurora's customer service and accounts payable teams to deliver streamlined services and customer support.



**Is your organisation gearing up for a CX transformation project? Book a discovery session today!**

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