

CRIsoft - ELECTRICA BANAT: PERSONALISED SERVICES THROUGH THE CALL-CENTER

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March 4, 2004, took place at Deva, the opening of the Call-Center from Electrica Banat-Deva branch having as an objective the improvement of clients relationship - "avoiding the useless roads to Electrica's representance offices and services improvement for our clients" (Manager Florin Mirza - Deva Branch, Electrica Banat).

Designed by Data Plus Communications specialists (www.dataplus.ro), using Mitel Networks technology, this Call-Center brings as a novelty personalised information for all clients (last invoiced index, tariff type, and so on) based on client's identification code / measure point and a password for data security.

To create personalised services, it was designed an interface between CROS Supply, Billing and Customer Relationship implemented by CRIsoft (www.crisoft.ro) for all the 214.125 clients managed by Deva branch, Electrica Banat.

The Call-Center from Electrica Banat - Deva branch is the second in Romania, after Apa Nova Ploiesti, regarding public utilities field and data exchange with an integrated supply, billing and customer relationship system. Bringing its contribution to both systems, this represents, an acknowledgement, through CROS FRC, of CRIsoft's leader position in supply, billing and customer relationship solutions for public utilities field.

If we add that Deva branch is, probably, Electrica's most complex branch, due to geographical localisation and economical conditions, concerning the supply-billing methods (autoreadings; classical reading; small, medium and large companies consumers) we can only say that " CROS FRC solution is an important element to increase the value of supplying services offered by public utilities companies in Romania).