

ROMANIA'S FIRST CALL CENTER IN PUBLIC UTILITIES

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The quality growth for all services as well as the deploying of more efficient activities in a public utilities company can be achieved in optimal conditions only with the use of a modern, efficient and performant instrument that allows the control of the information flow between different departments within the company.

Part of the french group, Veolia Water, which is the number one in distribution services for drinking water and swering services for different cities, Apa Nova Ploiesti , inaugurated this year, in May, the first Call-Center for the public utilities services, in Romania.

This Public Relations Service, named Call-Center, is a novelty element in public utilities field in Romania. This achievement was possible, due to the two major directions followed by Apa Nova Ploiesti in the last 3 years : reorganisation oriented to improve the compeny-client relation and the implementation of an integrated system.

The implementation of the integrated solution CROS - Supply and Customer Relationship within Apa Nova Ploiesti led to the developement of a modern, flexible and performant infrastructure.

CRIsoft propose a solution developed within the Romanian market, adapted to it's profile. A very important recomandation is the solution's implementation at Electrica Banat. Even though we speak of two different activity profiles, the experience gained along this implementation helped the understanding of all the specific activities in a public utilities company.

This was one of the main reasons for Apa Nova Ploiesti to choose CRIsoft, within an international auction organised for integrated informatic solutions. Other reasons were: the flexible architecture of CRIsoft solutions and the use of Oracle data base technology, the services package offered by CRIsoft along the implementation process and post implementation assistance, as well as the most favorable price/performance/quality ratio.

The know-how transfer from the french group Veolia Water, along with all the functionalities included in the integrated system CROS, led to a major change of this public utilities company - water supply and swering services - an important improvement of those services and of supplier-client relation.

In an advanced society where time is money, it is very important to overcome the necessity to go to a specific place in order to pay the bill or to deliver the correct information to the pay office, to find out informations regarding the bill or to ask for technical interventions.

The mixture CROS-Call Center allows Apa Nova Ploiesti a much better evidence of all the problems that may appear within the network, a centralised evidence of all client's requests and most important, fast and performant services for its clients.

At the present time, there are more than 25.000 consumers that benefits of high quality services: instead of a departemenet which had less performant invoicing procedures, there is now a trained personnel that answers to client's requests using a performant invoicing system; instead of going to the pay office the client has only one communication point (the Call-Center); instead of bureaucratic procedures there is now an efficient interventions planning system directly from Call-Center.

Regarding the advantages that comes from implementing CROS, there has to be mentioned that it runs on any operating systems, that allows a personalisation according to client's requests, which has the possibility to choose between Windows, Linux or Unix, having the same performant final result.

Other CROS advantagss are the quality system improvement through the support offered in implementing integrated system according to ISO 9001 standards, the decrease of the informatic system's exploitation costs, accurate data for the decisional process, increased data's safety and security, ensured by the maximum use of Oracle technology.

There has to be added that CROS FRC, the solution supplied by CRIsoft, presently attends more than 900.000 consumers at Electrica Banat, Apa Nova Ploiesti, The Public Utilities Company for Water and Swerage Iasi and is now in the final stage for a complete use at the Public Utilities Company Focsani.