

Dominion Energy Uses AI Contact Analytics

Discover how Dominion Energy enhances customer satisfaction and optimizes agent performance with USAN's AI Contact Analytics using Generative AI (Gen AI).



ABOUT DOMINION ENERGY + USAN

Dominion Energy Virginia, a leading electricity provider serving over 2.8 million customers, has been a valued USAN partner since 2012. USAN successfully migrated Dominion Energy to Amazon Connect, significantly improving contact center call routing, reducing customer effort, expanding self-service options, and enhancing the overall customer experience.

THE PROBLEM

Dominion Energy has adopted an omnichannel strategy to enhance customer engagement and minimize friction across all service entry points. Whether customers are initiating service, reporting outages, or transferring accounts, the company is focused on delivering a seamless and frustration-free experience. To achieve this, Dominion Energy prioritized gaining actionable insights into customer pain points, agent performance, and the key drivers of contact volume—enabling targeted improvements in customer experience (CX) and operational efficiency.

THE SOLUTION

USAN's AI Contact Analytics leverages advanced generative AI powered by Amazon Bedrock to analyze thousands of customer interactions, uncover intent, and deliver targeted coaching insights to enhance agent performance.

KEY RESULTS



Shifting from manually scoring 8 calls per agent each month to using generative AI for personalized coaching based on 100% of customer interactions



On-demand insights to enhance the customer experience and focus on outliers to provide real-time feedback to leadership on agent performance and training needs, not just for the agent, but for Customer Contact Operations as a whole

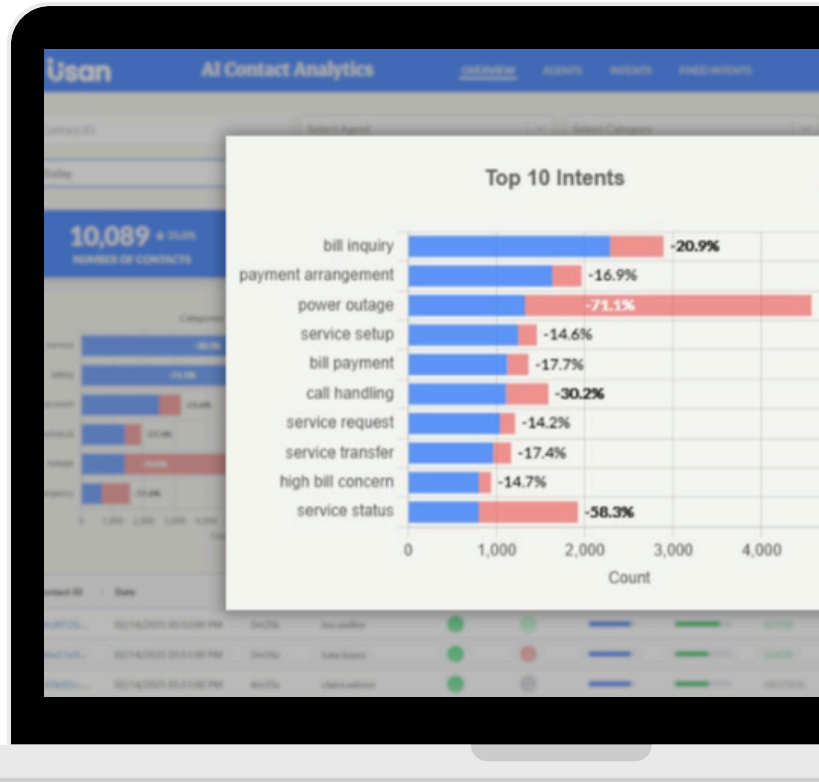


Replaced a time-consuming manual coding process with targeted AI-driven insights—unlocking significant savings by focusing on improvements that provides an effortless customer experience

HOW IT WORKS

AI Contact Analytics uses GenAI to analyze 100% of agent handled calls. The platform provides valuable insights in key areas to help improve call handling and agent performance, leading to a better customer experience and reduced operational costs. These include...

- Visualizes customer intent trends across the contact center
- Automatically detects emerging or unknown intents using Gen AI
- Benchmarks of overall customer experience against historical baselines
- Delivers Gen AI-driven coaching recommendations for agents
- Provides access to categorized agent call recordings
- Includes tools to identify call quality opportunities



“The true value of meaningful, shared data cannot be overstated. What was once a fragmented view is now a unified tapestry of insights – empowering strategic, precise decision-making across the organization”

Utibe Bassey | VP, Customer Experience at Dominion Energy



Ready to revolutionize your contact center analytics?
Request a demo of AI Contact Analytics today at usan.com.