



MAGIC VALLEY ELECTRIC COOPERATIVE CASE STUDY

CHALLENGES:

Prior to adopting the dataVoice workforce management solution, Magic Valley had difficulties communicating order changes to field crews.

"Occasionally, members would get disconnected after they had made arrangements to keep their service," Services Division Manager Dane Hocott explained.

This negatively impacted customer service and frustrated both dispatchers and field crews.

SOLUTION:

To address the problem, Magic Valley began searching for a mobile workforce management solution that would improve communication between office and service personnel. After reviewing offerings from a number of vendors, the utility chose to adopt the dataVoice platform.

The decision was simple, according to Hocott.

"We had been a partner with dataVoice for many years. We use them for our interactive voice response and outage management systems," he said. "We thought it was a good fit and a more seamless transition."

Executives at Magic Valley had seen what dataVoice products could do in the field and trusted the company to provide workforce management software that would give employees the tools they needed to provide quality customer service. Plus, dataVoice had displayed a knack for providing superlative customer support and was willing to work closely with Magic Valley staff to rollout an impactful solution tailored to their needs.

OUTCOMES:

After implementing the dataVoice workforce management system, Magic Valley saw immediate results. Dispatchers were able to push updated orders to field crews and could easily pass along new information as needed.

"Historically we would dispatch all of the jobs manually in the morning. And, if any changes happened then it was difficult to contact the field crews and communicate those changes," Hocott explained. "[The solution] increased the productivity and efficiency of our field crews."

In addition to improving communications across the entire utility, the software provided new insights that led to internal process improvements.

Employees at Magic Valley appreciate the new system and executives at the organization value dataVoice's commitment to providing responsive client support.

"We can pick up the phone and speak to an actual person which is nice," Hocott said.

dataVoice's workforce management system proved to be the perfect solution to Magic Valley's challenges with timely communication to crews.

