



INCREASING EFFICIENCY IN SUBSTATION MANAGEMENT

INTERACTIVE SERVICES
CASE STUDY

For years, utilities have used a myriad of processes to manage substation check ins. Field personnel call the control center and wait on hold until the operator approves entry. Xcel Energy wanted a more streamlined process that increased efficiency while maintaining or improving employee safety. SubTrac proposed a solution.

Xcel Energy serves about 3.5 million electricity customers in eight states, so field personnel check in and out of substations every day to provide reliable services. Xcel Energy needs to know who is in what substation at what time to manage its operations and ensure the safety of anyone working around potentially dangerous equipment. So like most utility companies, Xcel Energy required field personnel to call a control center before entering or leaving a substation, which can lead to a backlog when there are many field employees calling in concurrently.

Looking for a better way, Xcel Energy and West created SubTrac, a process that eliminates the phone calls and keeps track of substation crews through fast, easy and convenient text messages, gaining praise from both business leaders and field personnel alike.

CUT CALLS IN THE CONTROL CENTER

Before SubTrac, agents in one of Xcel Energy's control centers might answer as many as 300 calls a day from up to 150 substation personnel in the field who needed to check in and out before starting or finishing work on site.

With the new process, operators simply text the control center instead and receive an automated reply. Control center staff are not occupied with answering calls and can spend more time responding to urgent calls or monitoring other systems. The number of check ins vary from day to day, but daily call volume has been reduced by between **50 and 70 percent**.

FAST FEEDBACK IN THE FIELD

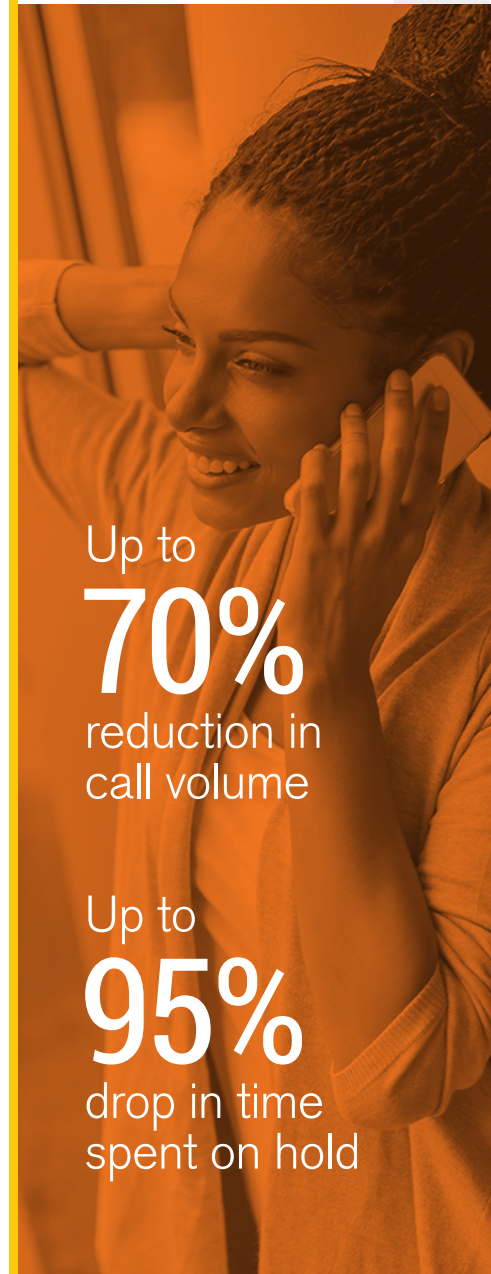
The reduction in calls has an effect on personnel outside the control center, too. On a typical day, a substation operator would call one of Xcel Energy's control centers and wait on hold for between two and five minutes before an agent could respond with confirmation to enter or leave the substation.

Thanks to SubTrac automation, wait time has been reduced to about **15 seconds**, marking a drop of as much as 95 percent. Plus, since SubTrac operates through standard text messaging, it is available for use by virtually anyone, and substation crews have given the new process very positive reviews.

With SubTrac, Xcel Energy has been able to reduce time to respond to calls while maintaining high security and safety standards for all substation operators.

ABOUT WEST

West delivers communication solutions that help brands create connected customer experiences. We have 30 years of experience strategically improving customer interaction, enhancing productivity and increasing profitability, with clients in healthcare, education, utilities and diverse commercial industries. West Interactive Services solutions include IVR & Self-Service, Proactive Notifications & Mobility, Cloud Contact Center and Professional Services. Experience Connected at west.com/interactive.



Up to
70%
reduction in
call volume

Up to
95%
drop in time
spent on hold