



Count on us to make successful connections with your customers at every touch point.

Your Industry.

Our Specialty.

Energy

Energy is a fundamental global concern, central to every political, economic, environmental and national security discussion. But for your customers, energy is personal. It's about warming and cooling their homes, cooking their meals and providing their entertainment. It's about running their businesses. And, it's about managing their budgets.

While energy may be a commodity, customer relationships are not. Facing a more challenging energy landscape, your success depends on driving customer satisfaction and building brand loyalty.

- Deregulation has given energy providers access to more customers, but also gives customers greater choice, compelling you to earn their business.
- Higher capital costs, rising global demand and secular price trends pressure energy profit margins, requiring more cost-effective customer care solutions.
- Greater environmental consciousness has increased public desire for cleaner, renewable energy sources, challenging you to present your energy solutions in the most favorable light.

TRG Customer Solutions has partnered with major U.S. energy companies to provide BPO solutions that deliver the best in value, flexibility and responsiveness. We are experts in our business and specialists in yours.

Our energy industry specialists understand the complexity of your marketplace, the intricacies of your services and the unique expectations of your customers.

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www.trgcs.com

Enterprise Services for Market-Leading Energy Companies

CUSTOMER CARE

Customer Service: Customized, brand-centric, fully scalable live agent and carefully scripted IVR solutions handle everything from billing inquiries to power outage updates.

Service Dispatch: Skilled agents handle connection requests, outages or other service needs with an end goal of building long-term customer relationships.

Retention/Loyalty Programs: Proactive customer contact solidifies loyalty and reduces defections, improving your company's return on customer acquisition costs.

Winback Campaigns: Inbound and outbound contacts use stay offers and other incentives to preserve relationships and enhance customer profitability.

ACQUISITION SERVICES

Inbound Sales and Lead Management: Inbound call handling supports the full scope of your marketing efforts, using live agents, conversational IVR or integrated agent/IVR to maximize conversion rates while reducing cost-per-call.

Outbound Sales: Telesales campaigns are designed to achieve high conversion rates while managing customer acquisition costs.

Door-to-Door Field Sales: We apply our telesales experience to create an effective field force, helping you sweep geographic hot spots to promote new services or pricing structures.

OPTIMIZATION

Cross Sell, Next Sell and Up-Sell: Effective offers of complementary products and services increase wallet share and revenue per customer.

Customer Satisfaction Management: Asking the right questions at key relationship milestones measures satisfaction, reveals discontent, builds stronger client relationships and can improve your company's performance.

Collections: Reach out to delinquent customers, with a "soft" collections approach to maximize payment, while preserving the relationship.

At TRG Customer Solutions, our steadfast focus is on making the right connections with you and between you and your customers. We are fully committed to delivering everything you want from your global outsource partner.

THE RIGHT FIT FOR YOU



THE TRG ADVANTAGE

SOLUTIONS

- Full Service BPO Provider
- Outsource / Co-Source / Build-Operate-Transfer

LOCATIONS

- Onshore/Near Shore/Offshore
- Over 20 Sites On Five Continents

PEOPLE

- Experienced, Progressive Leadership
- Energy Industry Specialists

TECHNOLOGY

- Best Of Breed BPO Platforms
- State-of-the-Art Infrastructure
- **SATMAP**, intelligent call mapping software



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