

Four years ago, fledging electricity retailer Bosco Connect needed a contact centre partner which fit its low cost, efficiency driven and customer focussed business model.

They looked to Telnet and have never looked back.

Bosco's Toby Warren says the business of electricity can be simplified to three simple tasks: reading meters, sending bills and collecting money.

Critical to Bosco's success in carrying out these three tasks is delivering superior customer service. Enter Telnet, an integral part of Bosco's customer service model.

While Telnet does not help Bosco read meters or send bills, collecting money is particularly important, Warren says. "This is crucial because if people have issues with their bill they won't



John Chetwynd, Telnet

"Part of the service around electricity involves answering customer queries and making it easy for people to pay their bills," Warren says. "That is where Telnet comes in."

pay and it's a bit pointless to do the first two things without doing the third."

Bosco has grown from having zero to 12,000 customers in the Auckland apartment sector in the past six years. A Bosco division, Tiny Mighty Power, also now provides competitive prices to residents in the local towns of Cambridge and Te Awamutu. Tiny

Mighty Power has aggressively grown from zero to 1,800 customers in the six months to May 2010.

Key to Bosco's success is its cost effective and lean pricing mechanisms. "We are a small, independently run company and our success depends on cost effective systems."

Productivity – measuring labour efficiency

Keeping in touch with the customer base is paramount to Bosco and this has driven its decision to retain its in house call centre capability in Parnell, Auckland, while also utilising Telnet to manage call overflows.

Bosco has three of its own call centre staff at its head office in Parnell. These agents take the incoming calls when they are available whilst Telnet's systems enable queued Bosco customers to be seamlessly directed to a Telnet agent.

The Telnet solution enables Bosco to overcome the issue faced by all small in-house call centres. That is having the right number of agents at the right time to service their customers. According to Telnet managing director John Chetwynd, having agents sitting around waiting for the telephone to ring is a very inefficient use of your most expensive resource. "Labour isn't expensive if agents are busy. But if they aren't, it is."

Warren says. "It's an easy, inexpensive and extraordinary efficient way of running a power company."

Bosco's partnership with Telnet has helped it grow in a "measured

fashion" without over committing on employee resources during its rapid growth phase. At the same time Bosco's in-house call centre agents in Parnell, Auckland, continue to work hard on getting feedback from customers and staying in touch with the pulse of the business. When the number of calls exceeds the capacity of the Parnell staff to handle, the calls are simply answered by Telnet staff.

Telnet's Octopus product provides a national virtual contact centre

One of the biggest advantages for Tiny Mighty Power in Te Awamutu and Cambridge is to maintain a presence in rural towns while having all the bells and whistles associated with national infrastructure.

Te Awamutu and Cambridge calls are routed using Telnet's technology to its local office and if no one is there, to Bosco or Telnet. This ensures all Bosco and Tiny Mighty staff, and not just those just in Parnell, are kept fully occupied thereby reducing the costly effect of non productive staff.

This twist of technology has been achieved with minimal cost to Bosco. Te Awamutu and Cambridge offices don't require expensive telephony equipment. All of this has been made possible with the use of a digital telephone

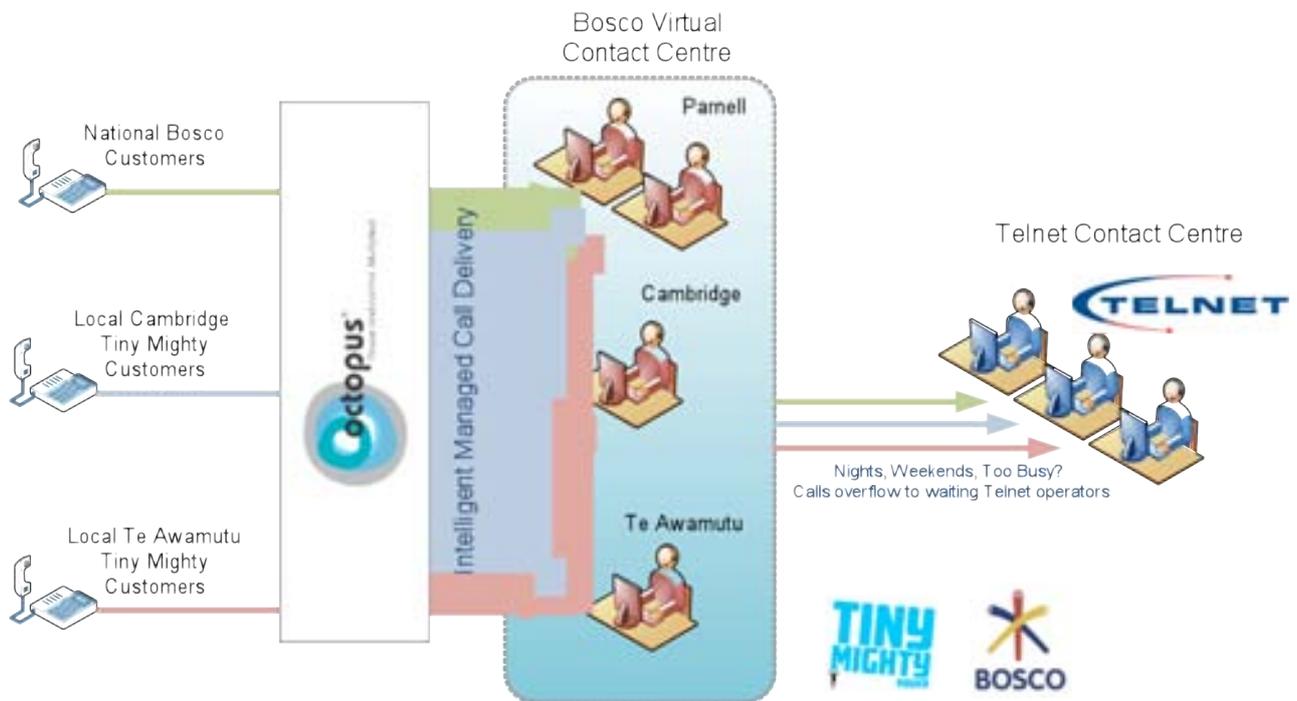
and internet, which combined is known as voice over internet protocol (VOIP).

Telnet has branded this product "Octopus" and it enables Bosco staff in Parnell, Te Awamutu, Cambridge and Telnet to work together as one, connected by a virtual contact centre. When not busy with Tiny Mighty calls, the Cambridge and Te Awamutu offices answer calls from Auckland. This completes the loop integrating Head Office, Telnet, Cambridge and Te Awamutu all in the same system; all delivering increased productivity and lower costs.

Smart Internet Based CRM

Delivering a seamless customer experience from multiple sites, including Telnet, would not be possible without Bosco's smart Internet based Customer Relationship Management system (CRM).

Bosco's CRM system is one of the best Telnet has seen, making it easy not just for customers, but also for agents to bring up customer information and resolve customer queries, fast. Each time a Bosco customer calls, Telnet agents can instantly bring up customer details and answer queries' with a vast database of information at their fingertips.



“We are a small, independently run company and our success depends on low cost and efficient systems.” Toby Warren, Bosco Connect

Bosco’s user friendly website means Telnet agents can not only quickly solve customer queries but they can also guide customers on how to complete simple tasks online including checking balances, viewing invoices and

changing their address. Anything that reduces the need for customers to make the same call again helps, Warren says. “If customers call us frequently then we are in trouble. So, where possible we try to remove any need for customers to phone us.”

logged and over time this has developed into a vast information database which Telnet agents use at their fingertips.

For Warren, the database and CRM systems are extremely effective.

“Telnet satisfies 85 per cent of calls so most customers don’t feel the need to call us back,” Warren says. “Our systems are quite intuitive and we have very few problems with customers so Telnet’s training must be very good.”

Once a call is answered Telnet agents access a vast database of information including FAQ’s and general information on Bosco. Telnet supplements this with its own uniquely designed database system. This system operates in a similar manner to Wikipedia with almost every question imaginable

For the 15 per cent of calls Telnet can’t resolve, the agents can write actionable notes, ensuring a Bosco representative calls customers at the next available opportunity.

Telnet has a relentless mission to never stop progressing its technology. For example, using



SMS technology Telnet can send reminder texts to Bosco customers when their bill hasn't been paid. These courtesy texts and subsequent reminder texts ensure Bosco easily gets to that all important third and final stage of the electricity retailing process - getting paid.

Bosco and Telnet Partnership

Bosco's relentless drive for efficiency and its desire to remain in touch with its customer base has resulted in a unique and successful integrated business model with Telnet which Warren considers is unparalleled in the industry.

"Telnet is an extremely well managed company and they are extraordinarily good at what they do. We exploit this capability and see them as an integral part of our business." Warren says.

And while Bosco is small compared to some of Telnet's larger customers, it has never felt like the poor cousin.

"We never feel in any way disadvantaged by our size. In fact, we feel more clever for it. It's no nonsense, no ego, commonsense way of doing business."



"John and his team are very good at what they do. We only do business with people that we know, like and trust and it's very easy to do business with Telnet."

Toby Warren, Bosco Connect



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