



Increasing customer and employee satisfaction through the power of a Hallmark card

HOW THE HALLMARK CUSTOMER CARE SOLUTION ENHANCED
THE CUSTOMER EXPERIENCE FOR EVERGY (FORMERLY KCP&L)

BACKGROUND

Providing energy for over 800,000 customers across 47 counties is sure to generate a daily barrage of happy, unhappy and far-from-happy calls. For the customer service representatives charged with being the frontline face of the company, providing supportive customer service and maintaining a positive attitude can be daunting.

As the predominant utility company for northwest Missouri and eastern Kansas, Evergy is always committed to making a positive difference in the lives of the people they serve. With a call center that fields over 5,000 calls a day, Evergy was looking to enhance their customer experience with an impactful solution that could be tracked and measured.

Evergy customer service representatives always have a desire to do more to help customers that might be struggling with a personal issue, having a billing or service problem or are celebrating a happy event. Previously, CSRs had limited resources to do much beyond their expressions of empathy during phone conversations.

That desire to do more sparked beginning of a successful partnership. Hallmark Business Connections provided the utility a functionally easy program that representatives could use at their discretion.



SOLUTION

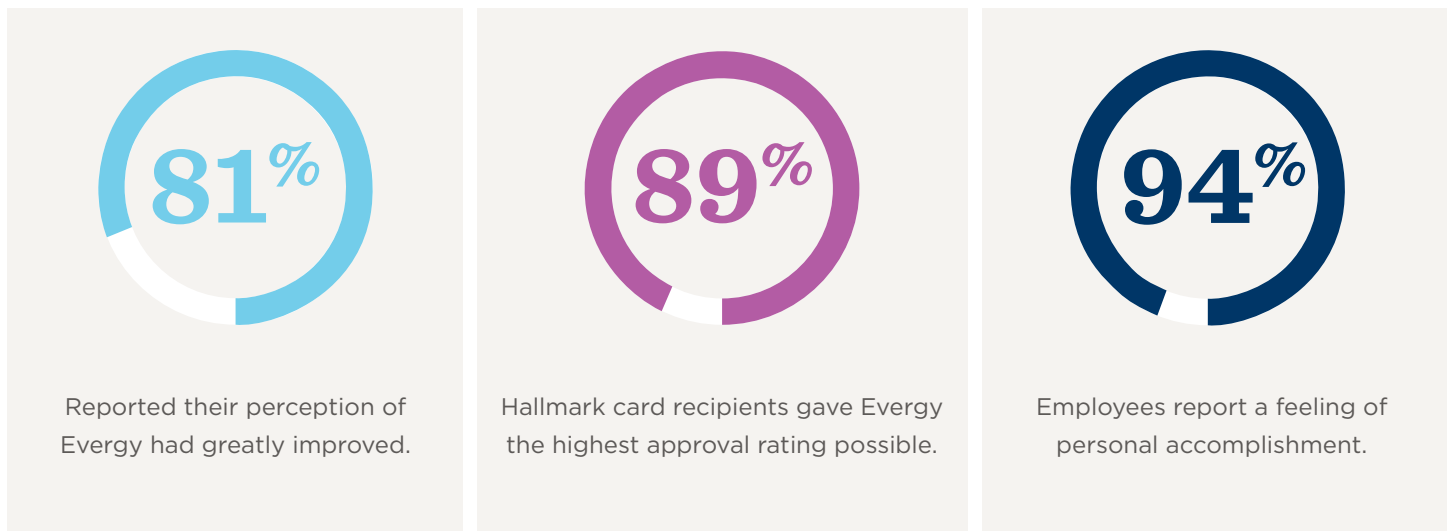
The Customer Care program is based on the simple concept that sending and receiving personalized Hallmark cards creates a sincere and emotional connection that is appreciated and even treasured by both CSRs and customers. Evergy CSRs were now able to quickly and easily respond to a customer interaction while it was taking place by:

1. Using a specifically designed interface to select from a variety of 50 Hallmark cards, including Spanish-language options, created for 17 different sending occasions.
2. Selecting a professionally written sentiment and personal message (or personalize it with their own words)
3. Clicking send.

Hallmark then prints and mails the card, which typically arrives in two or three business days.

RESULTS

Immediately, customers were surprised and delighted by their utility company demonstrating such a level of care. CSRs felt more engaged and empowered in their roles because of their ability to make a sincere difference in a customer's day.



The program results indicated:

- 89% of Hallmark card recipients gave Evergy the highest approval rating possible.
- 81% of customers reported their perception of Evergy had greatly improved.
- 94% of employees responded that the program gives them a feeling of personal accomplishment.

Customers began calling to say thank you, mailing cards back and telling their family and friends how happy and appreciated the greeting card made them feel.

By sending Hallmark cards, CSRs were able to continue the warmth, caring and compassion that began during the phone call and created warm and caring moments that matter for both Evergy customers and employees.

WHY IT WORKS

The Hallmark brand is synonymous with sincerity and caring. The envelope, gold seal and Hallmark quality are instantly recognizable and the personalized message makes it truly memorable. In fact, the success of the Evergy program garnered the attention of Forbes.com author Micah Solomon, who wrote:



The effect goes beyond the impact of empathy on the customers receiving the cards. It also helps the customer service representatives themselves feel empowered to make a difference to the people they serve.

With the Customer Care Solution, Evergy increased customer satisfaction and employee engagement scores through the power of a Hallmark card and an act of human compassion.



I want to say thank you for the get well card...be sure to let Angie know I said thank you. You know, it's kind of nice we are not recognized as a source of money, but as a person too.

—Constance, Shawnee, KS

Let Hallmark Business Connections put the power of a Hallmark card to work enhancing your engagement efforts and raising satisfaction for your employees and customers.

Contact Us

LEARN MORE ABOUT OUR CUSTOMER AND
EMPLOYEE ENGAGEMENT SOLUTIONS.

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