

Storm-Proof Future Ready IVR:

How Omilia's AI Reshaped PSEG's Contact Center



Customer

Public Service Electric and Gas (PSEG) is the largest provider of electric and gas service in New Jersey, serving approximately 2.4 million electric customers and 1.9 million gas customers, covering nearly three-quarters of the state's population. Their customer service receives approximately 7 million inbound calls annually with 750+ active licenses (agents).



PSEG

The Challenge

Outdated IVR, Frustrated Customers

Before partnering with Omilia, PSEG's contact center relied on a complex, on-premise, multi-vendor IVR system that struggled to scale, especially during severe weather conditions when call volumes spiked. This system had several limitations:

- **Lack of scalability**, leading to service disruptions during peak call volumes.
- **No end-to-end visibility** into customer journeys or real-time insights.
- **Poor self-service adoption** due to rigid, keyword-dependent interactions that could not respond to customers' changing requests.
- **High misrouted calls**, causing inefficiencies and customer frustration.

PSEG needed a modern, flexible, AI-driven solution that could improve automation, enhance customer experience, increase containment rates, and provide real-time insights.



Working with Omilia has been an incredible experience. We now have clear insights into what customers are saying and how the system responds, allowing us to truly understand what our customers want. This visibility helps us pinpoint exactly where to improve our processes and better meet customer needs."

Rajesh Sahu

Solutions Architect – Contact Center Technologies, PSEG Technologies, PSEG

Solution

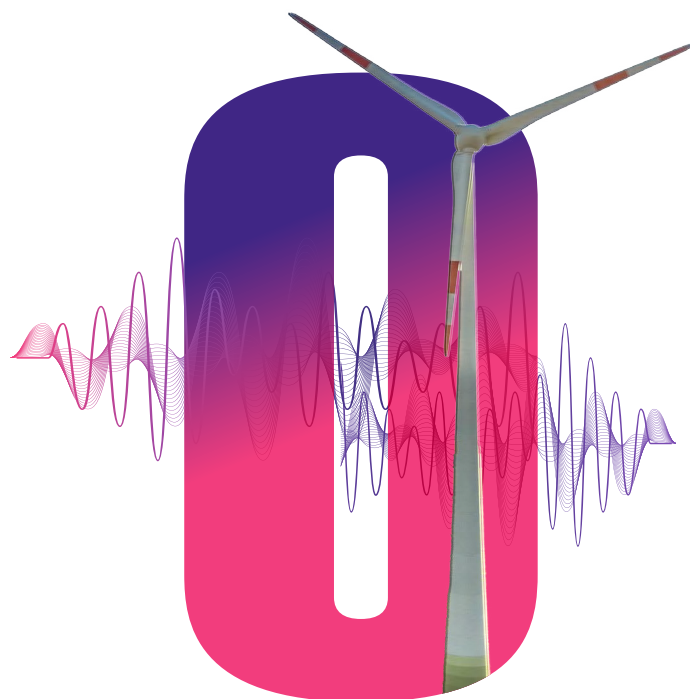
AI-Driven Conversational Automation

PSEG deployed Omilia's conversational AI solution, which seamlessly integrated with their operations, delivering:

- **Advanced intent recognition**, enabling customers to express themselves naturally.
- **Real-time interaction analytics**, improving visibility into customer behavior.
- **Efficient call routing**, reducing misrouted calls and improving resolution times.
- **Fraud detection capabilities**, identifying and blocking scam calls.
- **100% uptime during severe weather conditions**, ensuring uninterrupted support.

Additionally, PSEG implemented 11 self-service options to boost efficiency and customer satisfaction, including:

- **Account inquiries**
- **Bill payment & history**
- **Set Up EPP (Equal Payment Plan)**
- **Set Up DPA (Deferred Payment Agreement)**
- **Repair appointment scheduling**



Why Omilia?

Key Differentiators

Omilia's conversational AI solution stood out among competitors due to the following unique advantages:



Seamless CCaaS Integration: PSEG transitioned to a CCaaS cloud platform for its contact center operations. Omilia's AI solution offered native integration with leading CCaaS vendors, ensuring a smooth, hassle-free deployment and reducing implementation time.



Pre-Built Utility Services : Omilia's solution came equipped with ready-to-use virtual agent skills, specifically for utility industry needs. These capabilities enabled PSEG to:

- Automate account queries and improve self-service resolution.
- Handle sudden call surges during outages or technical issues without disrupting service.
- Scale AI-driven support dynamically based on demand

Results

A Smarter, More Efficient Contact Center

Omilia's AI-powered solution delivered immediate, measurable improvements for PSEG:



40% to 15% reduction in misrouted calls, streamlining call handling.



Enhanced fraud detection, preventing scam calls in real-time.



Improved containment rates, reducing agent-assisted interactions.



Scalability during weather spikes, ensuring 24/7 service availability.



50+ identified areas for improvement in the first year, leading to continuous optimizations.



Proactive identification of reasons of customer calls enabling it to serve them proactively

Key Takeaways

Lessons from PSEG's AI Transformation

Investing in Extended Support

Close collaboration with Omilia during implementation helped PSEG fine-tune the system for maximum impact.

Ongoing Training is Essential

Training internal teams on the platform empowered them to monitor and optimize to make real-time improvements without external dependencies.

Visibility is Key

Real-time analytics provided actionable insights, enabling continuous refinements and better customer experiences.

By embracing AI-powered automation, PSEG transformed its contact center operations—boosting efficiency, cutting costs, and delivering a **seamless customer experience**.

About Omilia

Omilia is a leading AI platform for customer service. Omilia owns and provides state-of-the-art technology in Conversational AI, enabling clients to improve their CX, shorten response times and reduce costs. In addition, the Omilia Cloud offering allows businesses to effortlessly identify, authenticate and serve customers with ready-to-go integrations, across any channel, by pre-built solutions.