

# ComEd wins by telling customers about Porch's free concierge service

Everybody knows, moving is stressful. One of many chores is calling your new power company to make sure the lights are on the day you arrive.

**Can anyone reduce the stress of moving?** That question led Illinois utility ComEd to a flexible concierge service for new arrivals called Porch. The results were remarkable.

## Answering the call, 5 million times a year

ComEd was founded more than 100 years ago by Thomas Edison. Today, ComEd delivers electricity to 4 million customers across northern Illinois and Chicago.

Often called the country's "second city," Chicago is a bustling center with many colleges including DePaul, Northwestern, Roosevelt, and the University of Chicago. Many students and business people move around the area every year.

That's one reason ComEd's call center is so busy. Between 350 and 450 customer service reps answer close to 5 million calls a year. Most calls are about outages, billing issues, or moves.

The call center had a partner that would help customers move. But the service lost steam, and only 1 or 2 out of 10 callers were referred to them.

"The engagement from that vendor had shifted, and our reps lost interest," says Nichole Owens, ComEd's VP of Customer Channels, who is responsible for the call center. "It was as though a great opportunity to wow our customers was going to waste."

## COMPANY

ComEd is the largest electric utility in Illinois, with a busy call center that receives 5 million calls a year.

## PROBLEM

Neither callers nor call center agents were happy with a partner that was supposed to help customers move.

## SOLUTION

ComEd brought in Porch, a concierge service that helps movers set up essential services like cable, internet, phone, and home warranty.

## RESULTS

As soon as ComEd's call center started referring customers who were moving to Porch, the customer satisfaction scores jumped dramatically. And due to this innovation, the call center won two national awards for customer service.

## QUOTE

"Porch is low-cost and easy effort. It's been one of the best decisions we've made to support our customers."

Nichole Owens,  
VP, Customer Channels, ComEd





When she saw a presentation from Porch, she knew instantly the service would be a perfect fit.

“Our reps were ready to be energized about improving our customer relations,” says Owens, “so we decided to move ahead with Porch.”

## Porch helps find essential services

Porch helps customers who are moving to find, order, and schedule essential services in their new location: internet, phone, security, TV, home automation and warranty, and so on. Porch can find a full-service moving company or an affordable rental truck.

They can change your address and find you a reliable cleaner, electrician, locksmith, or plumber. All this saves hours of time for anyone moving. Porch provides each customer with a dedicated concierge to personalize the experience.

And best of all, it’s free for consumers and utility partners.

Owens and her team were wowed when they saw what Porch could do.

“The Porch solution was the answer we needed to round out our CX strategy,” she says. “It’s a great portfolio of services.”

They found getting started with the new service was easy. Porch provided lots of help getting the call center reps trained and motivated, even assigning several people to visit there often.

“They’re completely embedded. They walk the floor to make sure our reps are prepared,” says Owens. “They’ve been an unbelievable partner.”

Owens says her supervisors work with Porch to come up with ideas for events and prizes for reps who do an outstanding job. For example, eight reps won tickets to a Beyoncé concert for transferring the most callers to Porch.

The reps find it simple to offer Porch to anyone who’s moving. And now, they do that twice as often as they used to.

“Although we had some success with our former partner,” says Owens, “now we’re up to thirty or forty percent of our move calls getting transferred to Porch.”

## Short-term relief plus long-term benefits

“Our customers are usually calling in distress,” says Owens. “We look at how we can improve those calls when someone’s moving.

“If an agent can make someone’s day better at such a stressful time, that’s a great thing. Porch helps us do that.”

Beyond the short-term relief, there’s a long-term benefit to referring a customer to Porch.

“Somewhere down the road, if a customer ever has a negative experience with us, they’re more willing to give us the benefit of the doubt because they had such a great experience on their first call.”

## A huge jump in customer satisfaction

Does that add up to better customer service? Owens has the numbers plus two industry awards that proves it does.

Her call center measures customer satisfaction from 1 to 10, with 10 the highest. Anything from 6 to 10 is considered “positive CSAT.”

Before Porch, the call center’s positive CSAT from those who used the moving service was only 73%. That meant more than 1 in 4 callers were unhappy with their calls.

With Porch, positive CSAT on those calls jumped to 91%, meaning fewer than 1 in 10 callers are dissatisfied.

“We saw our numbers improve almost overnight,” says Owens. “Porch has been an unbelievable supercharge to our customer service.”

## Stevie Award spurs on sister call centers

Owens and her team entered the 2018 American Business Awards and won a silver award for innovation in customer service. Called the Stevie Award, it’s the Oscar of customer service.

The company’s president was so impressed, she asked the call center to share their experience at an all-hand’s meeting for the company.

ComEd picked up another award for improving the customer experience with Porch at the Chartwell Energy Marketing and Customer Service (EMACS) conference in October, 2018. This award is for best practices for contact centers at utilities.

ComEd is part of a larger enterprise called Exelon Corporation (NYSE: EXC), one of the nation’s largest utilities. Now five other call centers across the corporation are keen to repeat ComEd’s success.

“Because of the work we’ve done, my peers at the other utilities have formulated a business plan so they can adopt Porch themselves,” says Owens proudly. “It’s low-cost and easy effort. It has been one of the best decisions we’ve made here to support our agents and our customers.”

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**For more information on how Porch can help your utility improve your customer satisfaction, please email us at [ClientSuccess@Porch.com](mailto:ClientSuccess@Porch.com)**



ComEd’s call center won two awards for boosting customer service with Porch: a Stevie Award for innovation, considered the Oscar of customer service, and a Chartwell EMACS award for improving the customer experience.