



MCA
CONNECT

STREAMLINING EMAIL MANAGEMENT TO IMPROVE CUSTOMER SERVICE

SOUTH JERSEY INDUSTRIES CASE STUDY



ABOUT

As the parent company of South Jersey Gas, South Jersey Industries (SJI) provides safe, reliable, affordable, and clean energy to over 700,000 families and businesses across New Jersey.

THE SITUATION

Each year, the South Jersey Gas customer service team receives more than 35,000 inquiries by email. To manage customer email responses, the SJI team used a shared Microsoft Outlook mailbox.

However, they struggled to track multiple emails associated with a single thread and it was difficult to get a holistic view of customer email interactions. The team also struggled with the tedious task of cutting and pasting standard email responses into Outlook to ensure response consistency and quality. On top of that, the team grappled with system performance issues as the shared mailbox continued to grow in both size and complexity. In short, SJI needed a more effective email management solution.

THE SOLUTION

Shortly after learning of their challenges, MCA Connect built an impressive Proof of Concept that led to SJI selecting them as the partner for the job. Together with SJI, MCA Connect created a custom solution using Microsoft Power Apps. This "low code/no code" service enables companies to build custom apps that connect to their data and work across the web and mobile devices. MCA Connect also utilized Microsoft's Power Automate workflow platform and Power BI dashboard to help SJI create automated workflows and transform their data into visually immersive, interactive insights. Using an agile project approach, MCA Connect and SJI refined the prototype system and deployed a production-ready version in just eight weeks.

AT-A-GLANCE

SJI provides safe, reliable, affordable, and clean energy to more than 700,000 families and businesses across New Jersey.

CHALLENGE

Equipped with a single Outlook mailbox, the customer service team struggled to keep up with the thousands of email inquiries they received each year.

SOLUTION

Using a custom Microsoft Power Platform solution, SJI was able to transform its chaotic shared inbox into a streamlined case management system. The result? Faster response times, improved customer service, and new productivity metrics.

RESULTS

Thanks to this new email management solution, the SJI customer service team can now:

- Combine multiple correspondence into a single "case" that moves through four clearly defined stages: new, assigned, in progress, and complete. This case management approach eliminates confusion by providing an easy way to track inquiry status and resolution.
- Gain a holistic view of customer interactions to better track satisfaction rates and employee performance.
- Organize incoming calls and assign to configurable queues based on topic.
- Create built-in templates to ensure a quick response and consistent communications.
- Create a supervisor dashboard to allow for a quick view of the team's productivity metrics.
- Improve customer satisfaction by reducing response time to email inquiries.

22.25%

Year-over-year increase in percentage of emails answered within 24 hours

MAY 2020 VS. MAY 2021

11.42%

Year-over-year increase in percentage of emails answered within 48 hours

MAY 2020 VS. MAY 2021

"The email management project was one of the best process improvements I have been involved in at South Jersey Gas. I am extremely happy with the new system and look forward to reaping the benefits over the coming months; not only by helping our employees but providing a better and faster service to our customers."

-Sarah Miller, Supervisor, SJG Customer Service

ABOUT MCA CONNECT

MCA Connect is a twelve-time Inner Circle Microsoft Gold Certified Partner that helps companies around the world drive business performance. When you combine Microsoft software with MCA Connect's expertise, your technology becomes a strategic asset that sets you apart from competition. Contact us today for help finding gaps in your current business processes, maximizing operational efficiencies, and strengthening your competitive advantage.

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