

**INDUSTRY**

Utilities

UC PLATFORM

Mitel 3300 – MiVoice

LOCATION

Marietta, Georgia

GOAL

Record conversations to ensure high levels of customer service

<https://cobbemc.com/>

Cobb EMC

As a not-for-profit, member-owned electric cooperative, Cobb EMC safely delivers reliable electricity to nearly 200,000 residential and commercial consumers in the Georgia counties of Cobb, Bartow, Cherokee, Fulton and Paulding. The organization is consistently recognized for competitive rates, commitment to renewable energy, and giving back to the communities it serves.

Cobb is one of the largest EMCs in the nation and the company's wholly-owned subsidiary, Gas South, is a leading provider of natural gas in the Southeast.

A SEAMLESS TRANSITION

With customers spread across a large and diverse service area, Cobb EMC is required to meet the needs of people across the State of Georgia. Cobb needed an efficient way to change UC platforms, and because DVSAnalytics Encore is platform agnostic, they could easily port over to the new Mitel 3300 – MiVoice system without missing a step.

As a company that has to work when no one else does, Cobb EMC called upon the reliable team at DVSAnalytics to help seamlessly transition between phone systems. Jay Kenyon, the Director of Communications at Cobb EMC, comments, “The DVS team was amazing. One of the nice things about the company is the employees are very knowledgeable. They really take the pain of moving from system to system. The people at DVS really know their stuff.”

DVSAnalytics’ flexible solution enables them to accommodate various communication platforms, including those with streaming capabilities. Cobb EMC is using Mitel MiVoice Business with SRC which streams the conversation to DVS Workforce Optimization for recording. This allows Cobb EMC to pivot quickly to a remote work environment while still capturing all customer conversations.

DEPLOYMENT

DVSAnalytics’ concurrent license model made deployment smooth and straightforward. It’s cost-effective too. Cobb can now share licenses between agents who are clocking in at different times. Kenyon remarks, “The concurrent licenses rock!”

The advantages of concurrent licensing is clear: it provides flexibility, cost efficiency, and the ability to record an unlimited number of employees.

- **Flexibility:** Cobb EMC agents can access the software from different devices and different locations across the country. This makes transferring access to new employees a cinch.
- **Cost efficiency:** Cobb only pays for the number of licenses used at a given time.
- **Unlimited number of accounts:** Cobb can open as many accounts as they need on an unlimited number of employee devices.

THE CUSTOMER EXPERIENCE

Due to the need to communicate with both customers and employees in the field for routine maintenance or in cases of emergency, Cobb EMC needed powerful and secure call and screen recording with quality management. The DVSAnalytics solution enables Cobb to record 23 agents in addition to recording their power control center that talks to crews in the field.

Kenyon compares the old system and the new DVS recording platform, "Our previous recording software was high dollar and high maintenance whereas the DVSAnalytics product is really a breath of fresh air. It is very reliable."

DVSAnalytics offers a robust Workforce Optimization solution for an affordable price tag. Cobb EMC is now able to better manage their workforce of agents and analyze interactions between the Cobb control center and field employees who assist customers on location.

