



“As a public utility, it’s important to have our service up and running all the time, and with Moveworks we’ve been able to do that.”

—**Dave Pawlak**, Executive Director of IT,
Consumers Energy

How Consumers Energy modernized employee support

Consumers Energy → Case Study

16K | Hours of employee
productivity saved with AI

Powering Michigan since 1886

Consumers Energy is the leading supplier of power in Michigan. Providing energy to the majority of the state for over a century, the company is responsible for more than 100,000 miles of electrical and natural gas distribution lines.

But while Consumers Energy's expertise in delivering power is time-tested, one part of its business needed an overhaul: the service desk. Keeping critical infrastructure up and running requires hard work from each of the company's 8,000 employees. But these employees couldn't find help when they needed it, and support teams were overwhelmed with requests, leaving them little time to focus on modernizing their operations and systems.

David Pawlak, Executive Director of IT, and Joe Langa, Team Leader, knew that to continue to provide the best service for the people and businesses of Michigan, Consumers Energy needed to modernize its approach to employee service.

"We're an old-school utility company. We don't move fast," said Langa. "But in this tech age, we needed to upgrade to support our team. And we couldn't wait."

Critical businesses put their employees first

Utilities need to be stable and reliable. And that's why most of them have managed their support environment much as they have their physical assets: They invested in solutions that offer maximum stability and performance. These complex, monolithic systems have been in place for decades, and are poorly suited to meet the demands of modern employees. Replacing these systems can take years and cost hundreds of millions of dollars, presenting huge challenges for organizations that have prioritized modernization.

At Consumers Energy, Pawlak saw this challenge as an opportunity to find a solution that could truly transform how the company functioned, without sacrificing the stability of the status quo. He saw AI as a way to help employees across the company focus on what matters, while also saving time and money. As he navigated through a number of AI-powered tools on the market, he determined that a successful AI solution must:

- 01 Work out of the box, requiring little ongoing maintenance from his team
- 02 Create a single place for employees to instantly get help at work
- 03 Offer insights into how to improve support resources

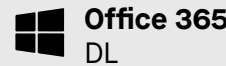
Challenges

- Resources are not easy to find in a complex support environment
- Support teams don't have the tools or time to proactively engage with employees

Results

- Saved 16,000 hours of employee productivity in just 12 months
- Automated budget-saving measures, while freeing up time for more high-impact work across multiple departments

Key Integrations



Moveworks Bot

CEVA



Onboarding CEVA

In November 2020, Consumers Energy deployed Moveworks—better known to the company’s employees as CEVA (Consumers Energy Virtual Assistant). Moveworks is an AI platform that can quickly resolve employee problems. Whether an employee needs to troubleshoot a device, get the latest information on health care benefits, or fill out an expense report, they can reach out to CEVA on Microsoft Teams and get an answer.

Today, CEVA resolves 35% of all employee support requests in minutes. Even if an issue requires high-touch support, Moveworks routes the question to the right expert. The result is that over 1,000 employee questions per month are answered in just minutes. As Consumers Energy implements more Moveworks skills, company employees are more empowered to use self-service to solve their everyday issues. In other words, as CEVA delivers more solutions, support teams are able to allocate more time to meaningful work — not busy work.

“CEVA is an active member of our team,” said Pawlak. “We weren’t looking for another isolated tool. We needed something that could bring all of our different systems together and make our support environment more than the sum of its parts.”

Up and running on day 1

Many AI solutions for support, such as chatbot toolkits, take months—or even years—to produce impact. A dedicated team has to build dialog flows manually, which become out of date the moment the support environment changes. This time- and energy-intensive approach wasn’t going to work for the team at Consumers Energy.

CEVA, powered by the Moveworks Intelligence Engine™, works out of the box. It doesn’t need training, admin, or manual scripting. Instead, it evolves with the support ecosystem, handling hundreds of changing use cases completely automatically and getting better over time. While the team at Consumers Energy planned on expending over 200 hours to get the bot on its feet, in the end, it only took about 20.

In Langa’s words: “Moveworks did all the heavy lifting.” By automating away the busy work, Consumers Energy’s support teams have time to work on the projects that will help the company keep up.

35%

Of issues resolved
automatically by CEVA

1K

IT and HR answers
provided per month

\$55K

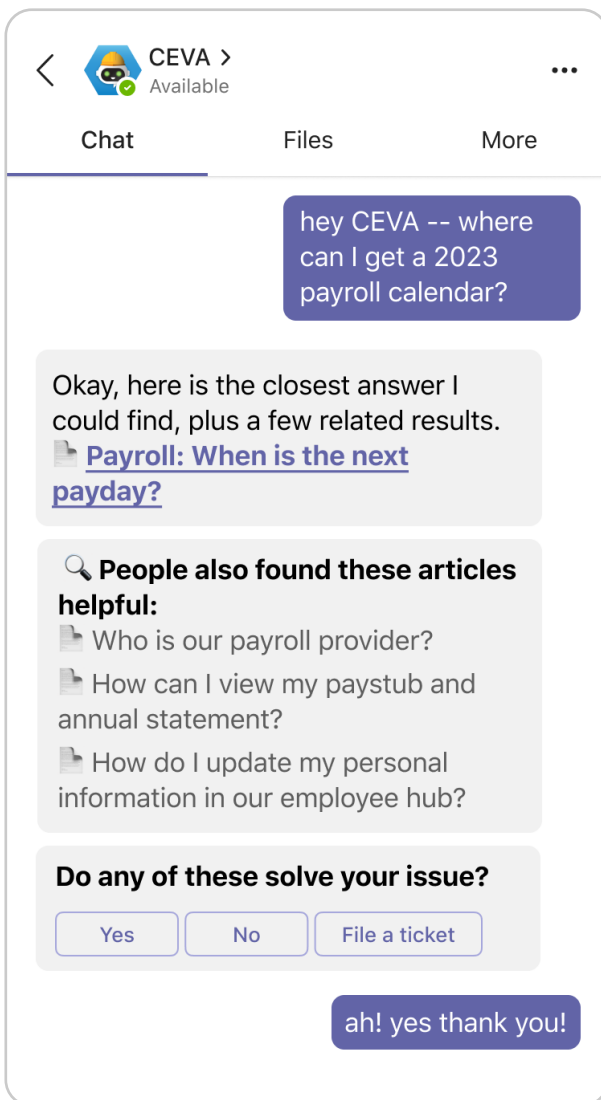
Savings resulting from a single
comms campaign

“More than the sum of its parts”

Before Moveworks, Consumers Energy’s service desk was so busy helping employees with routine issues that they rarely had time to work on critical digital transformation projects. So, the already stressed support environment inevitably became increasingly complex and harder to navigate, causing even more issues.

Pawlak understood that only by helping employees help themselves would his team have time to modernize their approach to employee service. He wanted to create a “single source of truth” where employees could get answers, no matter what questions they had.

Enter CEVA. Part of its power is that it reaches employees where they work. Instead of navigating disparate portals and knowledge bases, employees can engage directly on their chat platform: Microsoft Teams. Here, they’re able to ask any question, from HR to IT, and potentially get an answer in seconds.



“When I joined Consumers Energy, I had trouble finding information,” said Pawlak. “Historically, getting help involved a lot of shoulder tapping, different websites, the Intranet, Sharepoint, and knowledge bases. With Moveworks, I can get an answer to many questions on Microsoft Teams.”

Crucially, CEVA also gives the team unprecedented visibility into the support ecosystem as a whole. In just a year, agents wrote over 2000 new knowledge articles. CEVA automatically transforms each of these resources into bite-sized solutions, so employees self-serve their support and leave the service desk to focus on priorities.

CEVA powers employee comms

Communicating with employees is always a challenge. Typical mass communication approaches, like emails, are often noisy and left unread by employees—making change difficult. Seeing how Consumers Energy’s employees were already accustomed to using CEVA as a one-stop shop for help, using Moveworks for Employee Comms seemed logical.

Starting in Spring 2021, support teams across the company can send straightforward, personal, and action-oriented campaigns to relevant people with CEVA. Whether to update employees on a new policy, remind certain teams to update their passwords, or announce service downtime, Consumers Energy can send messages guaranteed to catch the right employee’s eye.

On top of this, support teams have access to immediate and comprehensive analytics on messages sent over CEVA. Before, they might send a message hoping that the right people respond to their latest update. Now, they know who has taken action in real-time, allowing for additional targeted follow-up as needed. With detailed insight into user engagement, our customers craft increasingly effective campaigns, ensuring that the change they want to happen happens.

“We don’t want to send just another email. People skim those. Moveworks fills in the gaps. Our employees know exactly what to do, and they do it.”

— Joe Langa, Team Leader, Consumers Energy

Moveworks → in action

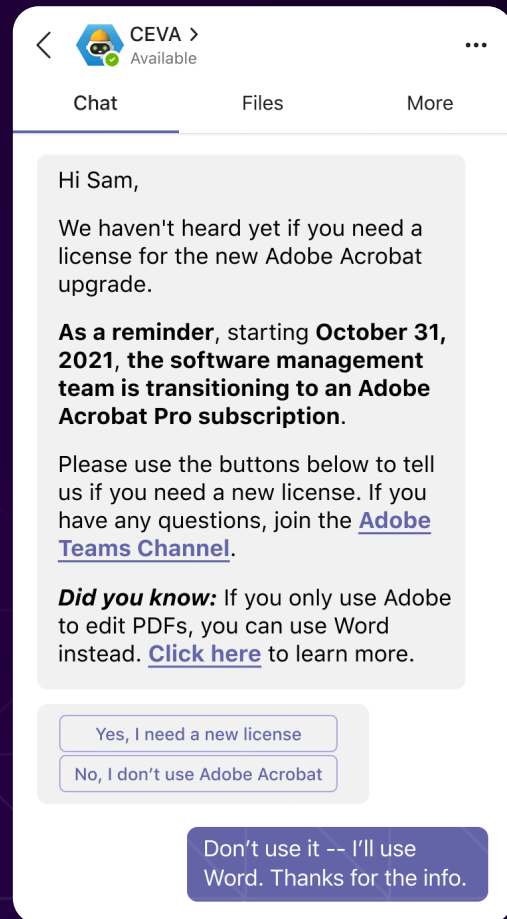
“You can send an FYI through email, or you can send actionable next steps through Moveworks: Go here. Do this now.”

“We’ve always been email first, always phone a friend first. But Moveworks makes communication personalized. My team can make every message pointed, clear, concise, and actionable with CEVA.

One great use case we had was around license management. CEVA sent a simple message asking Adobe Acrobat Professional license owners if they still require access with quick buttons to respond with. This one comm resulted in us reclaiming 1,000 licenses, saving us \$55,000 in only 14 days.

Driving action with comms like this is one of the biggest of CEVA’s accomplishments. So much that other teams see the value of using Moveworks to engage our employees”

— Joe Langa, Team Leader, Consumers Energy



The future is bright

Almost every company is looking to incorporate AI and machine learning into their internal procedures to improve the employee experience without breaking the budget. But getting started with such sophisticated tools can be a real challenge, especially for a century-old company like Consumers Energy.

By starting Consumers Energy’s AI journey with Moveworks, Pawlak opened the door to implementing other advanced tools. CEVA gave his team the bandwidth and resources required to focus on the future, instead of getting caught up in busy work.

Successful service desks are responsible for so many things from communicating change effectively to optimizing the budget. There’s a lot of busy work involved. But now at Consumers Energy, CEVA does the legwork. The bot has literally thousands of conversations to communicate policies, to help employees act, to save money—freeing up agents to think about strategic projects.

“The question isn’t: How is Moveworks helping now?” said Pawlak. “The question is: Where can we take Moveworks next?”

Request a demo

moveworks.com/request-demo

