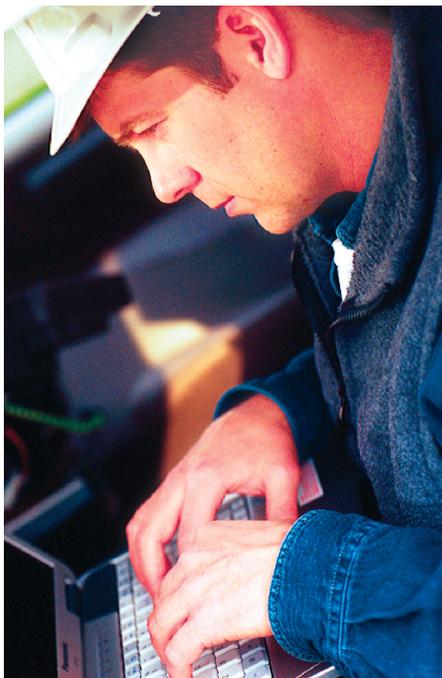# UTILITIES

ROI SHOWCASE

Memphis Light, Gas and Water

MDSI Case Study

Memphis Light, Gas and Water
Memphis, Tenn.
Memphis Light, Gas and Water provides 400,000 Memphis and Shelby County customers with electricity, natural gas and water.

The Limits of Paper & Voice

Like the majority of utilities, Memphis Light, Gas and Water (MLGW) relied for decades upon traditional paper-based dispatching and voice communications to provide services to its customers. But by the late 1990s, the largest three-service municipal utility in the U.S. was concerned that these methods had reached their practical limits, and had even started to impinge on the company's ability to deliver top-notch, personalized service at some of the lowest rates in the nation.

The Efficiencies of Wireless

Implemented on schedule and within budget in 10 months, the Advantex® mobile workforce management system from MDSI® allowed MLGW to overcome the these limitations and optimize its day-to-day operations for superior levels of customer satisfaction. Here are some of the key efficiency gains MLGW experienced by going wireless in 2000:

Manually sorting paper orders is over. Dispatchers use Advantex to automatically match job type, duration, priority and appointment time with the location, schedule and skills of technicians so 99% of jobs are completed the first time. Instead of driving into the office and organizing paper orders every shift, each of MLGW's 240 technicians gains 30-45 minutes of productive time (i.e. 1-2 more jobs completed per shift per technician) by simply powering up in-vehicle mobile devices that have wirelessly received the day's orders.

Previously, paperwork pilfered valuable customer time from technicians and involved enormous amounts of error-prone data entry on the back end. Now, technicians quickly and accurately capture completion information as they work and communicate it wirelessly, in real-time, to the office.

Missed appointments have decreased by 50 percent, and 98 percent of orders are completed on the day they're scheduled. Advantex is up 99.9 percent of the time, which means Jon Laman, MLGW's Project Leader, doesn't get any 2 a.m. phone calls rousing him to come in and "fix" the system, and MLGW doesn't keep customers waiting "because the system is down."

The ROI of Advantex

Additionally, MLGW has realized the following tangible benefits from its workforce management implementation:

- $2 million per year (as planned) by reducing resources in Dispatching, Research and Information Center areas, and increasing the productivity of Field Service Technicians.
- $4 million annual savings (unplanned) by reducing account write-offs as technicians are able to work more delinquency orders
- By significantly reducing voice traffic, MLGW has been able to postpone any expansion of its voice radio system.
- Finally, MLGW estimates roughly that the system paid for itself within 1 to 2 years.

MDSI
Experience. The Mobile Workforce Advantage.™

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