



חברת החשמל  
Israel Electric

## About organization

Founded in 1923, the Israel Electric Corporation (IEC) is the largest supplier of electrical power in Israel. IEC builds, maintains and operates 15 power stations consisting of 52 generating units, with overall generating capacity accounting for more than 75% of the total electricity production in the country. The company produces, supplies and sells electricity to about 2.6 million clients, including residential, commercial, agricultural, and industrial organizations.

## Challenge

The recent COVID-19 pandemic has demanded dramatic changes in customer care industries worldwide. With social distancing measures in place, companies need to provide their services remotely, without having to engage in potentially dangerous face-to-face contact.

The Israel Electric Corporation decided to switch to a self-service model to prevent the spread of the coronavirus. The company's goal was to enable its customers to receive electricity services and connect with company's representatives without the need to physically visit the IEC offices and at the same time reduce the operators' workload by allowing the call agents to work remotely.

To achieve this goal, the company decided to install self-service information kiosks across the country that can help customers pay their bills, get information about power outages and blackouts, and learn about the required payments or debts.

Country:  
Israel

Field:  
Energy

Clients:  
2,600,000

Implementation:  
2021

Website:  
<https://www.iec.co.il>

## Solution

The Israel Electric Corporation needed to deploy a video-enabled kiosk infrastructure and connect it to the company's call center. For this project, the company has chosen Balamuth, one of Israel's largest manufacturers of self-service solutions and Imagecom, the distributor of TrueConf solutions in Israel. The TrueConf video conferencing technology has been integrated in the digital self-service kiosks by Balamuth to provide options for real-time video communications between clients and remote call agents.



The kiosks allow IEC clients to quickly perform typical activities that do not require a physical presence in the company offices, such as making payments or monitoring electricity consumption levels in real time. For client actions that require operator support, the integrated TrueConf SDK technologies provide an ability to communicate with the company's agents to resolve issues via video call.

The kiosks feature a user-friendly and accessible interface: a call is automatically initiated with a single click. Thanks to the TrueConf smart queue mechanism, the call goes to the first available operator, minimizing waiting time. During calls with clients, an agent can share screen or print the necessary documents using the remote printing function.

All video sessions between clients and agents are automatically recorded and stored locally on the IEC server, ensuring complete confidentiality of user data and preventing access by third parties.



“The combination of our self-service kiosks with TrueConf has provided our clients with a new, high-quality, fast and safe service experience, which is especially important in the face of the global COVID-19 pandemic.”

Avner Josephsberg,  
CEO at Balamuth

## Results



Balamuth and TrueConf's pilot project for implementing self-service kiosks has proven to be a huge success and is expected to be scaled throughout the country. TrueConf and Balamuth have helped people get a new level of high-quality, real-time service while complying with all epidemiological requirements and reducing the spread of COVID-19.

Video-enabled kiosks not only power homes and help agents provide high-class services remotely, but also significantly reduce the company's maintenance costs.