



## **FOR IMMEDIATE RELEASE**

### **MITEM® Announces Customer Service Framework for Public Utility Call Centers**

*New application has established track record of improving customer service and reducing operating costs at a top rated public utility*

MENLO PARK, CA – March 19, 2003 - MITEM Corporation today announced the immediate availability of Customer Service Framework (CSF), a software product that is proven to reduce operational costs and improve customer service in a public utility call center environment. This solution is composed of two key elements: MITEM's integration platform, *MitemView*, and an adaptation of Baltimore Gas and Electric's (BGE) industry-acclaimed call center desktop application. MITEM has purchased the exclusive rights to BGE's call center application and will provide turnkey implementations of CSF to other public utilities for mainframe-based Customer Information Systems (CIS).

BGE developed a sophisticated graphical agent desktop to replace the cumbersome workflow of its mainframe-based CIS. BGE used *MitemView* to provide real-time integration and new functionality between the mainframe system and the agent desktop. This new call center operating environment has streamlined the agent workflow by combining discrete functions into automated processes that provide a single customer view and integrate with legacy databases, image and telephony services for one-click access. This solution is considered the crown jewel of several initiatives that have transformed the BGE Call Center into one that was voted #1 in customer service nationwide by a 2002 J.D. Power and Associates satisfaction survey of mid-size business customers.

"The productivity increases and cost savings we have realized from the new system are saving us more than \$1 million annually. I have been with BGE for 33 years and have seen every new system come and go. This new agent desktop that we built with *MitemView* is the best project I have been involved with. It did what it was supposed to do and met all performance expectations - a rare achievement," stated Tom Pelligrini, director of customer service at BGE.

BGE's call center went live with the new agent desktop in November of 2001. Since its introduction, call handle times have dropped an average of 20% and the average cost per call has been reduced more than 30%. For certain routine transactions, like a bill payment, the handle time has dropped by around 70%. BGE has reported that new agents can now be productive in only 2 weeks. In addition, data error rates have been reduced because previously manual processes are now fully automated. With the general availability of CSF, MITEM expects other public utilities will realize improvements in customer service and cost savings similar to those achieved by BGE.

"We have already firmly established *MitemView* as an integration platform in more than 15 public utility call centers in the U.S and Europe. By offering a pre-packaged solution like the Customer Service

Framework, MITEM is providing the rest of the industry with a fast path to the same operational benefits," stated Ed Wetherbee, vice president of sales for MITEM.

### **About Customer Service Framework**

MITEM's Customer Service Framework (CSF) is designed to increase customer satisfaction by transforming every call center agent into an expert user. CSF provides automated workflow, improved ease-of-use, expert assistance and real-time integration with disparate customer systems. CSF has been proven to lower operating costs, particularly in the areas of ramping new hires and staff productivity. CSF can be installed, fully configured and deployed in six to nine months, which compares favorably to the significant capital cost and effort of implementing a new customer information system. Public Utilities that are uncertain of a major CIS replacement project in light of restructuring, or those considering improving their service levels with a packaged CRM solution, should consider CSF instead.

### **About Baltimore Gas and Electric Company (BGE)**

BGE is a member of Constellation Energy Group (NYSE: CEG). A Fortune 500 company based in Baltimore, Constellation Energy Group owns energy-related businesses, including a merchant power business that serves electrical load for wholesale and commercial and industrial customers in North America, and the Baltimore Gas and Electric Company (BGE), a regulated delivery company which serves more than 1.1 million electric customers and more than 600,000 natural gas customers in central Maryland. At year-end 2002, Constellation Energy Group reported revenues of \$4.7 billion and assets of \$14.1 billion.

### **About MITEM**

Established in 1985, MITEM is the leading provider of integration software to the public utility market in North America. MITEM's signature product, *MitemView*, integrates differently designed systems to share critical data and automate business processes. Approximately 1 in 7 U.S households interact with a *MitemView*-based call center application when they contact their power or gas utility. MITEM's global base of public utility customers includes Alliant Energy, American Electric Power, Baltimore Gas & Electric, Cinergy, Consolidated Edison Company of New York, Detroit Edison, Energy East, Entergy and London Electricity. MITEM has its headquarters in Menlo Park, Calif. Telephone: (650) 323-1500. Web site: [www.mitem.com](http://www.mitem.com).

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