



CASE STUDY: **EDIFY SELF SERVICE ENERGIZES PSE&G EMPLOYEES**

BACKGROUND:

Public Service Electric & Gas (PSE&G)

Public Service Electric & Gas (PSE&G) is one of the top ten largest combined electric and gas companies in the United States, and is the oldest and largest regulated utility in New Jersey. Serving nearly three quarters of the state's population, it is the major supplier of electricity and gas, servicing 2.2 million customers in more than 300 urban, suburban and rural communities on the East Coast.

CHALLENGE:

Supercharge HR services with fewer people

PSE&G faced the challenge of delivering increasingly critical HR functionality to over 10,000 of its employees with a small pool of HR staff. "Initially we were looking to provide functionality for HR such as annual open enrollment, new hire enrollment, benefits coverage review, pension plan review, and financial planning and retirement Q&A class registration," says Tom Wilson, PSE&G's information systems technical consultant.

SOLUTION:

A flexible in-house system

PSE&G's solution of choice was Edify's Electronic Workforce. It offered everything the company needed to quickly and cost-effectively leverage its existing back-office systems, and its flexible, robust and open architecture is able to scale to meet PSE&G's growing needs. The advanced technology of the development environment was also an important element of PSE&G's decision. The graphical interface,

unlike traditional coding, makes applications easy to maintain, creating a very stable development environment which was critical to PSE&G. As a result, the majority of its applications have been maintained and enhanced in-house.

IMPLEMENTATION:

Multiple applications, easily integrated

"The biggest application used is the pension application: we have about 30 to 40 callers per day asking about their pension information," says Wilson. "The Edify IVR application links into the mainframe HR system and on the fly pulls off the pension information. It also gives callers the option to have the information faxed

to them." After the Electronic Workforce was implemented with IVR open enrollment, PSE&G's staff saw other opportunities to enhance the self service offering. The next two applications implemented were self nomination for job opportunities and testing registration.

"On the staffing side, the system grew into the ability for associates to self-nominate for jobs, with a

fax-back of job descriptions," says Wilson. An associate calls into the system at any time, from anywhere, and is presented with jobs available for that given week, with job title and grade level. Associates can then nominate themselves for the job, and receive a faxed job description. Edify sends the employee's file to PSE&G's Resumix database, and Resumix creates a candidate slate. "One thing that's nice is that Edify allows us to do our own voice recordings," he adds. "This allows each client to call in and record the job descriptions themselves. The job

"(The Electronic Workforce) really saves time and resources."

*-Tom Wilson,
IS Technical Consultant*





postings run Wednesday through Tuesday, so the Tuesday night prior the client calls in to Edify to record them. This is a much quicker way to go in terms of recording, reviewing, and making changes, rather than having to do it much farther ahead with external talent."

Union associates also use the Edify system to register for pre-placement testing for job qualification. The system receives the registration, and immediately faxes back a registration confirmation and directions to the testing location.

BENEFITS:

A brighter future and lighter workload for HR employees

"The biggest benefit from the Edify system is that it reduces the number of people who have to be in the loop," says Wilson. "If you couldn't call in for automated pension information, you would

have to call a person who would have to go into a mainframe screen to pull down the information."

For the self-nomination application, if someone is interested in a job, they can apply anytime during the day. "It really saves time and resources," Wilson says. "There has been a lot of positive response to the Edify IVR system and the pre-placement system; our union associates like the idea that they can get confirmation and directions by fax-back."

Wilson adds, "We can see a coming marriage of IVR with intranet-based applications. Not all our people have browsers on their desktops, so we'll still need IVR, but we want to expand to provide complementary information over the intranet."

Technical Summary

Industry: Utilities
Tools: Electronic Workforce
Database: Oracle

Applications Summary

Open enrollment
New hire enrollment
Benefits verification
Pension inquiry
Job posting
Testing and training registration

Media

Telephone (IVR)
Fax



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