



## ENERGY & UTILITIES: IMPROVED CORRESPONDENCE EXPERIENCE FOR A UK LEADING ENERGY RETAILER SERVICING 5.2MM CUSTOMER BASE

### Challenge

The Challenge: The client faced issues with their customer correspondence processes resulting in high customer complaints, leading to a huge backlog created due to inefficient process design, high turnaround time and poor C-SAT scores.

EXL collaborated with the client to identify potential areas of improvement as highlighted below:

- High turnaround service level of 48 hours
- Unstructured complaints management process
- Limited view of customer and demand insights
- Operations in single shift leading to higher operating cost
- No work prioritization
- Traditional Lean Six Sigma based approach
- Focus only on transaction monitoring instead of customer experience focus

### Digital Intelligence Solution

EXL, through its years of utilities domain knowledge and driven by the ethos of delivering a seamless customer experience, implemented multiple interventions which made a positive impact on the client correspondence processes. Highlighted below are few key tenets of our solution:

- Point of delivery (POD) based work allocation; synergies between front and back office
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- Ring-fenced complaints handling team
- Customer experience oriented quality approach
- Customer outcome driven operating model
- Embedded analytics in operations through dedicated center of excellence
- Cross training and dual-shift operations
- Structured queue management and work prioritization
- Digital task-force to reduce customer demand

### Real Results:

**20%**

efficiency improvement in one year

**95%**

reduction in backlog through process design

**58%**

reduction in complaints in one year

**98%**

queries answered in 48 hours

Improvement in C-SAT for online customer form

**5 – 8.5**