



**Industry:** Utility - Energy  
**Programme:** Inbound customer retention and acquisition  
**Customers:** Residential

Our Client is a leading supplier of gas and electricity to both the residential and business market sectors. It is renowned for its innovative customer retention and acquisition strategies through the utilisation of outbound and inbound telemarketing programmes and the delivery of high quality customer service to its customer base.

### Challenge

Our Client identified that a critical touch point in a customer life-cycle is the home moving process. The opportunity to retain and acquire customers and cross-sell additional products is at its optimum. Conversely, the risk of customer loss is also at its highest at this point. It is therefore crucial to demonstrate excellent customer service and maximise all sales opportunities during the moving house process. The 'Homemovers' team was a new venture for our Client with internally very high profile and the customer contact solutions partner selected had to be of a standard and experience level that meant they could deliver upon promises and provide high quality sales at competitive rates whilst adopting the Client's culture.

### Solution

Telegen's relationship extends over 3 successful years with our Client on both residential and business to business campaigns. We have demonstrated a high understanding of their business objectives and have helped to realise customer value through strategic input into customer contact strategy and the subsequent set up and delivery of campaigns. Telegen were therefore the natural choice as the partner to execute the 'Homemovers' strategy.

To enable the programme, Telegen's IT department developed a bespoke call centre environment which utilises ACD, complete call recording and call guide scripting. The bespoke system has the functionality to provide a personalised savings estimate using a version of the Client's Energy's internet calculator, on-line contract completion including supervisor verification and paperless direct debit mandate data capture.

Our Client has an acute focus on quality, both in terms of call handling and data. In line with current compliance requirements, Telegen developed a stringent 2-stage quality assurance process; Stage 1: Supervisor verification - confirmation of both customer satisfaction and data accuracy prior to completion of sale. Stage 2 Post sale - every call with a sale attributed to it is listened to and the sales process and data is validated by Telegen's dedicated QA team before the information is exported for fulfillment and registration.

### Results

Telegen has exceeded client expectations in terms of customer retention and acquisition, quality standards and achievement of all associated targets with this inbound campaign. Up to 25 agents were successfully employed on the project all enhancing our Client's brand.



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