



Client

Our client is one of the leading energy suppliers to residential and business customers in the UK. The company owns, operates and manages a range of coal, oil and gas-fired power stations.

Role

CPT was enlisted to provide both inbound and outbound call handling as part of the introduction of a validation stage of the face-to-face sales process.

Outsourcing – Large UK Based Utilities Organisation

Client's business challenge and requirements:

- Greatly improve perceived customer service levels and reduce volume of 'mis-selling' customer complaints
- Establish the causes of customer attrition and low customer service levels
- Improving levels of compliance in line with OFGEM requirements
- Identify the specific areas triggering customer uncertainty relating to the contract
- A partner with knowledge of OFGEM regulations to ensure adherence with industry best practice
- Bespoke development of system to guarantee a greater level of compliance whilst reducing customer transaction time
- Reducing customer attrition

City Park Technologies' solution:

- Design and implement a fully branded welcome centre to facilitate a robust onboarding programme for new customers
- Implement MIS reporting suite allowing the field sales agents to verify and validate sales in real time
- Initiate an Outbound 'customer welcome' call within 14 days of contract signing, providing the new customer the opportunity to give feedback on the service provided and to address any problems or concerns the customer may have

Results:

- Significant reduction in customer complaints received
- Significant reduction in post-sales cancellations
- Achieve targets of answering 99% of calls within 5 seconds
- Provide verification for 100% of sales made by Field Agents
- Reduced the potential for inappropriate selling
- Raised the client profile with their new customers
- Increased the ability for the client to monitor the level of professionalism
- Provided the ability to profile Field Agent by time of sale to ensure there is no out of hours selling taking place
- Extended communication channel to provide instant messaging to field sales agents