



Utilities



“In today’s competitive landscape, utility companies face increasing pressure to automate transactions and improve efficiencies to make it easier for customers to pay their bills. Gradeon were able to provide a complete workflow solution to help speed up payment transactions and meet compliance”.

***Craig Marston,
Director at Gradeon***

“Improving customer service for leading UK energy supplier with a new bill payment solution”



Client Benefits

- ✓ Successfully increasing the number of customers choosing to use the IVR system when paying their utility bills
- ✓ Significantly reducing the amount of time it takes to make an IVR payment
- ✓ A reduction in the number of customers failing to complete a successful payment transaction
- ✓ Better allocation of resources, as agents are freed to support other customers and operational activities.
- ✓ Increased efficiencies in the call centre led to reduced processing costs

Background

A major energy business who supplies electricity and gas to millions of customers across the UK wanted to provide their customers with a greater choice of how to pay their bills.

They wanted to redesign the existing IVR solution to improve efficiencies and at the same time meet the complex needs of PCI DSS compliance.



The Challenges

The new solution had to increase the number of customers transacting through their IVR platform in order to pay their energy bill and reduce the number of failed transactions, whilst at the same time not impacting on the existing customer service and meeting full PCI DSS compliance within a short deadline.

Solution

Gradeon firstly looked at the workflow of the energy company's call centre, identifying how many customers used IVR as opposed to speaking to an agent to pay manually, how many customers transactions failed and why those that did not successfully complete a payment.

A full audit was also carried out to track the processes involved in taking the payment details from the customer's debit or credit card, securely and safely processing the payment and providing a confirmation receipt to the customer. A full gap analysis allowed Gradeon to identify where efficiencies could be made and at the same time improve the customer experience, whilst ensuring full compliance was met.

Results

The Gradeon solution has;

- ✓ Vastly improved the customer experience as over 30% more customers now complete their transactions within the IVR.
- ✓ Significantly improved the overall customer experience by cutting the time it takes to make a successful transaction and make the service easier for customers to use.
- ✓ Provided confidence the payment is safe and secure by adopting stringent PCI DSS compliance.
- ✓ Reduced the number of customers failing to complete a successful payment transaction.
- ✓ Allowed a better allocation of resources, as agents are freed to support other customers and operational activities.
- ✓ Improved customer satisfaction scores.

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Rather than carry the overhead of managing the payment processing and the complex requirements of PCI DSS compliance, the energy business were able to use Gradeon's team of experts to carry this out, leaving it to focus on its core business

Craig Marston, Director, Gradeon Limited

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