



EDF Energy operates integrated Call Centre to enhance customer service and improve efficiency.

Industry Sector

Energy Utility

Customer Management

Project Objectives

To use dialler technology in the call centre to improve customer service, reduce fraudulent contracts and reduce customer churn.

“We had a look at what other diallers were being used in the company and for our requirements, **rostrvm** was an exact fit. No other dialler came close to what **rostrvm** was offering.”

Lee Turner
EDF Energy

EDF Energy

EDF Energy is one of the largest energy companies in the UK, generating around seven per cent of the UK's electricity, and employing nearly 13,000 people. Over a quarter of the UK population depends on EDF Energy for their electricity.

It is easy to forget that not so long ago, there was no such thing as choice and competition in the utility market. As the market deregulated in the 1990s and customers began switching suppliers, the processes to govern this dynamic were not well established. Exacerbating the problem was the fact that there were many new suppliers, some of who struggled to meet the demands of the task, and so retrospectively it is not surprising that there were problems.

Over recent years, the remaining market has consolidated and settled down. One of the biggest organisations to emerge from the melee is EDF Energy and it has worked hard to perfect the process of acquiring and welcoming new customers.

The challenge

Lee Turner is EDF Energy's New Customer Relationships Manager within the Contract Processing department. He explains the process which was once followed by the Contract Verification team in Hove. “Before we had **rostrvm**, we received contracts from the field sales staff via courier or Royal Mail. Before a contract activated an account in the billing system it could run into difficulties, especially if there was a transfer of contract from another supplier involved.”

Another challenge was that it wasn't until late in the process that errors or even fraudulent contracts were discovered.

This manual, paper-based approach was not flexible enough to take into account the issues that often arose and was clearly not in keeping with the quality service EDF Energy strives to meet.

In 2002, plans were made to overhaul the system. There were three main aims to the project:

- Reduce fraudulent contracts
- Reduce customer churn
- Improve customer service

The solution

To meet these aims, the Hove team needed to speed up and personalise the verification process. They needed to find a powerful but flexible method of contacting a wide range of new customers quickly. “We had a look at what other diallers were being used in the company and for our requirements, **rostrvm** was an exact fit.

No other dialler came close to what **rostrvm** was offering,” says Lee. “The **rostrvm** dialler was installed in October 2002. Since its initial installation, **rostrvm** has enabled the team to call customers proactively to resolve any issues that exist within a contract that may stop it from activating an account on the customer billing system.

We could use the same call to quality check our sales reps and ensure that nothing fraudulent had taken place.”

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rostrvm software used

rostrvm OutBound

rostrvm CallGuide

rostrvm ControlCentre

rostrvm SuperVisor

Proactive contact

We have found that customers like to be called back at a certain time to discuss the contract in more detail. This gives them the comfort of being able to talk everything through at a time that suits them.

"We discovered fairly quickly on that the customer responded positively to these calls. They helped us to reduce complaints and churn and saved us money as a result of not having to go through investigations and losses due to erroneous transfer scenarios.

We were able to talk the customer through the contract to ensure they had been made aware of all of the benefits each of our products can offer and to promote services like the Nectar card."

The Results

In 2006 the team created a new process called Quest. Lee describes Quest. "The salesperson calls the agent who then inputs the customer information into our system. Our agent then gives a welcome call to the customer (either in their home or there and then within a shop scenario) to verify the details of the call conducted with the salesman. This process confirms what's been said in the conversation, which helps avoid fraudulent applications and means that fewer customers leave as a result of any confusion caused when the contract was initially signed. We can nip any issues in the bud before they have the opportunity to become a real challenge to us or, more importantly the customers.

"As a part of the continuing development of the Quest process, we have found that customers like to be called back at a certain time to discuss the contract in more detail. This gives them the comfort of being able to talk everything through at a time that suits them, perhaps once their partner arrives home, the kids are in bed or so that they can find specific missing information such as meter details or MPAN numbers.

This is where we see rostrvm stepping up to the rail again. To help us manage our resource more effectively and providing the customer with an experience that meets their expectations from the start.

"The new process has also introduced financial gains because whereas previously it may have taken seven days to process the customer, now the customers' details are

added to the contract processing system as soon as they agree to join EDF Energy."

Successfully winning new business requires care beyond the initial sign-up period and EDF Energy has created another process called Pontoon, which bridges the gap from contract sign up until the customers get their first bill.

Lee says: "We phone proactively to advise the customer that their account is open and call them again when the first bill comes through just to check it matches meter readings and that the amount to pay is correct. This eliminates any complaints or delay in making a payment due to bill queries."

Lee says rostrvm has been instrumental in addressing a number of areas.

"Rostrvm enables us to resolve contract issues in a proactive manner with our customers. This means we prevent contracts becoming cancelled due to missing information, fraudulent practices and improves our cancellations, rejections objections and duplicates rates which saves the company money and ultimately helps to reduce our customer churn figures."

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