



EDF Energy operates an integrated call centre to enhance the customer service experience 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 our company and for our requirements, **rostrvm** was an exact fit. No other dialler came close to what **rostrvm** was offering.”

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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

EDF Energy’s New Customer Relationships Manager within the Contract Processing department 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. 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



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 a contract in more detail. This gives them the comfort of being able to talk everything through at a time that suites 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. 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.

“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.”

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.”



Topic

Flexible commercials

Truly integrated functionality

Future-proof and cost effective

Highlight

Our applications allow our customers to work profitably, productively, efficiently and with accountability. Start from scratch or use rostrvm to work in harmony with your existing technology and add new features and functions at a fraction of the cost of other suppliers.

Just add rostrvm

rostrvm simplifies your existing call centre and back office technology and processes so that they play well together. We do this with innovation and flexibility; qualities that are all too rare in a market that is largely served by traditional offerings from the traditional vendors with the traditional limitations.

- **We deliver tailored solutions and a unique combination of benefits that leave our competition standing:**
- Commercial frameworks that really benefit your business. **rostrvm works on site or hosted in the cloud and can be acquired on a capex, opex, subscription or pay-per-use basis.**
- Support and improve any telephone system and IT environment. **Why throw away your existing investment when you can enhance it cost effectively and with minimal risk.**
- A truly integrated platform that supports truly integrated functionality. **One administration, configuration and information environment for total control of inbound, outbound and back office contact and processes.**

Our company

We're a British software company. We design, develop and support the **rostrvm** suite of applications with a dedicated team of experts all based in Woking, Surrey UK.

We have a very demanding and loyal customer base that relies on us for the provision and support of their core call handling and process management functions. They include Aviva, Cable & Wireless, EDF Energy, London Borough of Wandsworth, Next Directory, Nottinghamshire County Council, RAC, Telefocuss and West Bromwich Building Society to name a few.

As a privately held company we maintain a strong culture of independence which is increasingly rare in our market sector. We see our independence as a major benefit to our customers and partners - it guarantees the openness of our technology and the objectiveness of our approach and advice.

What now?

You can find out more about our stuff and what we do with it on our web site. If you like what you see why don't you drop us a line or give us a call to arrange a meeting? – we'll make it worth your while.

All of our people are call centre and process management experts with years of experience. We're used to dealing with all sorts of people, from those who know exactly what they want to those who haven't got a clue!

We don't have all the answers but you can be sure of the knowledgeable approach and the can do attitude that consistently meets and exceeds the expectations of our customers so they can do the same for theirs.

We look forward to hearing from you soon.



Rostrvm Solutions Limited is ISO 9001:2008 accredited for all business processes and procedures.

To find out more call us on **0800 6122 192** or visit **www.rostrvm.com**

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