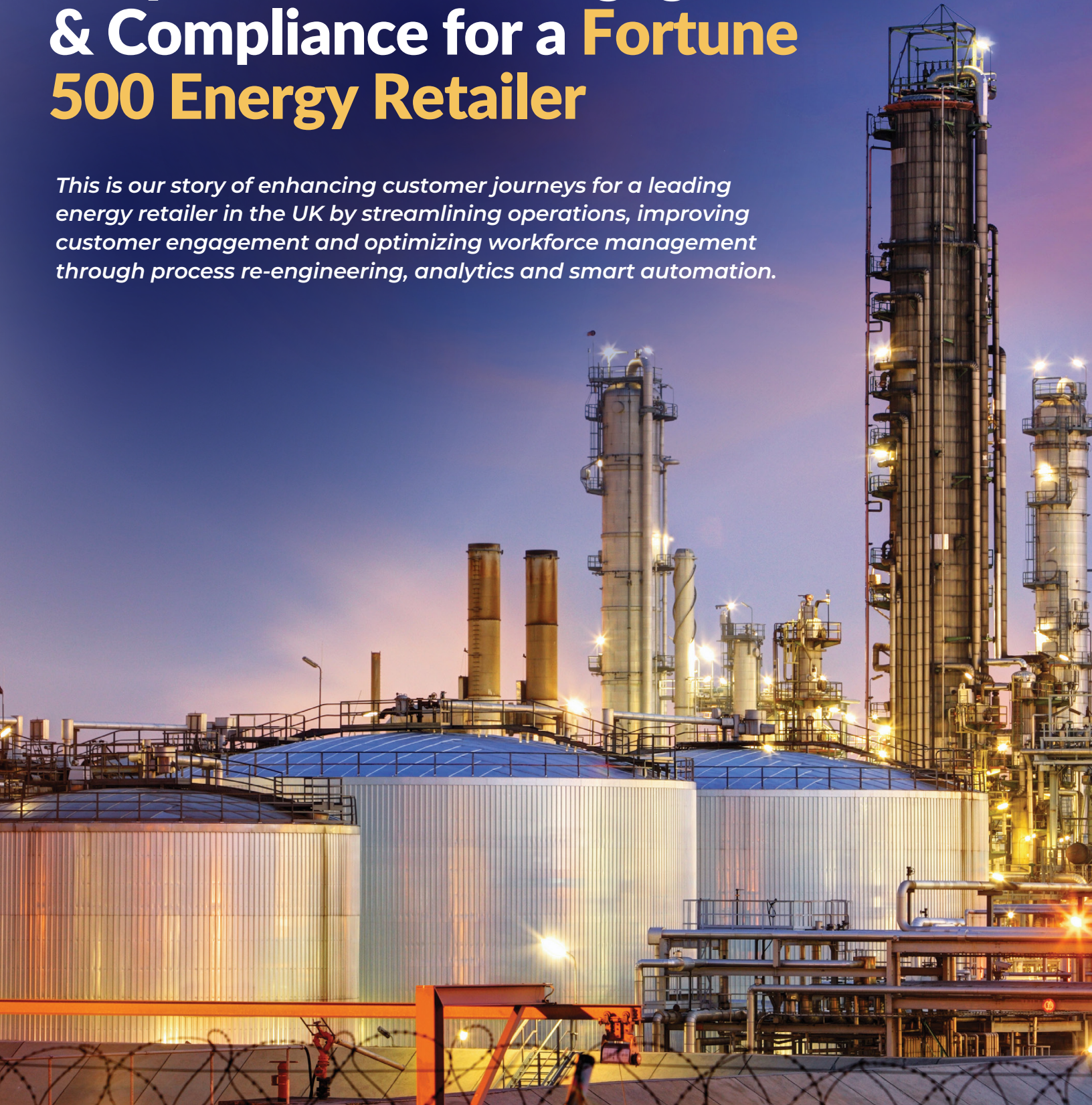




# Analytics and Automation Propel Customer Engagement & Compliance for a **Fortune 500 Energy Retailer**

*This is our story of enhancing customer journeys for a leading energy retailer in the UK by streamlining operations, improving customer engagement and optimizing workforce management through process re-engineering, analytics and smart automation.*





## As we know...

Managing customer interactions effectively is critical, especially in the competitive and highly regulated [energy and utilities sector](#). In the UK, energy firms face ongoing fuel stress and a shift toward sustainable, affordable solutions. Complex queries, high complaint volumes and lengthy processes often lead to operational inefficiencies, affecting customer satisfaction and regulatory compliance.

By leveraging process improvements, smart automation and analytics, companies can overcome these issues to enhance customer engagement, reduce Turnaround Times (TAT) and drive better business outcomes.

## The challenge for our client was...

Optimizing customer engagement and operational efficiency amid increasing business demands. As the company grew with multiple Lines of Business (LoB) and communication channels, it recognized the need to transform critical customer service areas to enhance satisfaction, streamline operations and ensure regulatory compliance. These areas involved:

### Managing Customer Queries



Business expansion increased the volume and backlog of customer inquiries, resulting in more irate customers and lower Trustpilot scores.

### Enhancing New Customer Journeys

The onboarding process needed to be streamlined for a more seamless customer experience, ensuring faster and more accurate communication.



### Improving Workforce Management



Staffing levels needed optimization to better align with query volumes, allowing for more efficient handling of customer interactions.

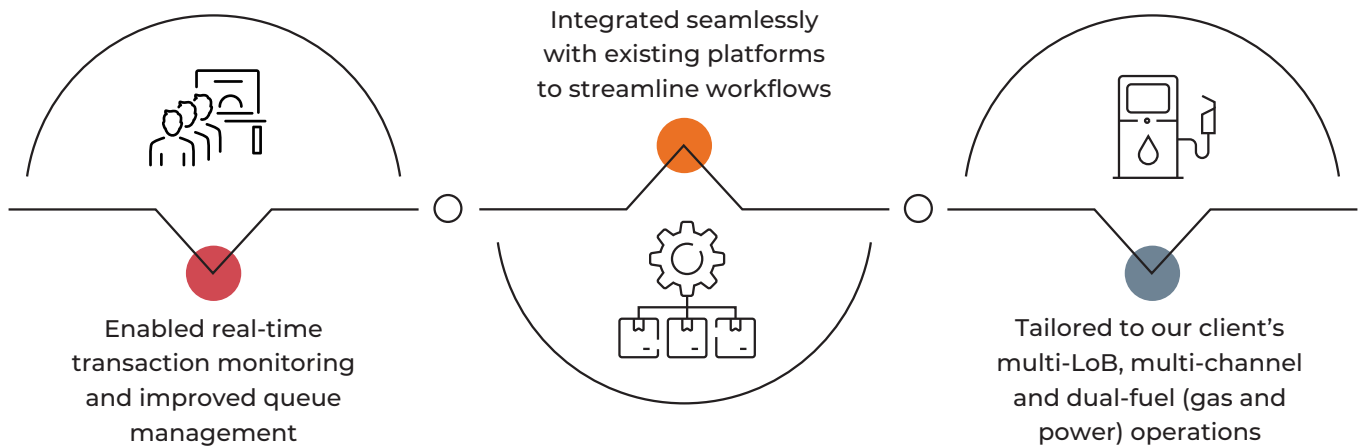
### Maintaining Regulatory Excellence

As customer escalations increased, it became important to maintain compliance with UK regulatory standards while rapidly improving customer experience.



# Stepping in as a digital-first domain partner...

WNS leveraged its expertise in automation, analytics and process re-design to implement a multi-faceted solution that:



## Key aspects of the solution included:

### Unified Platform for Seamless Operations

To enhance decision-making and agent productivity, we deployed our proprietary, centralized and automated workflow management platform, Qbay, which:

- Leveraged a custom-built algorithm to prioritize and allocate tasks based on skill and query type
- Managed multiple worklists, with flexibility for exceptions handling
- Provided real-time visibility through dashboards and reports
- Integrated with legacy enterprise platforms as needed

### Process Re-engineering

We implemented standard operating procedures and automation to optimize critical processes, such as change-of-occupancy and refunds, reducing manual interventions and improving TAT.

### Workforce Management

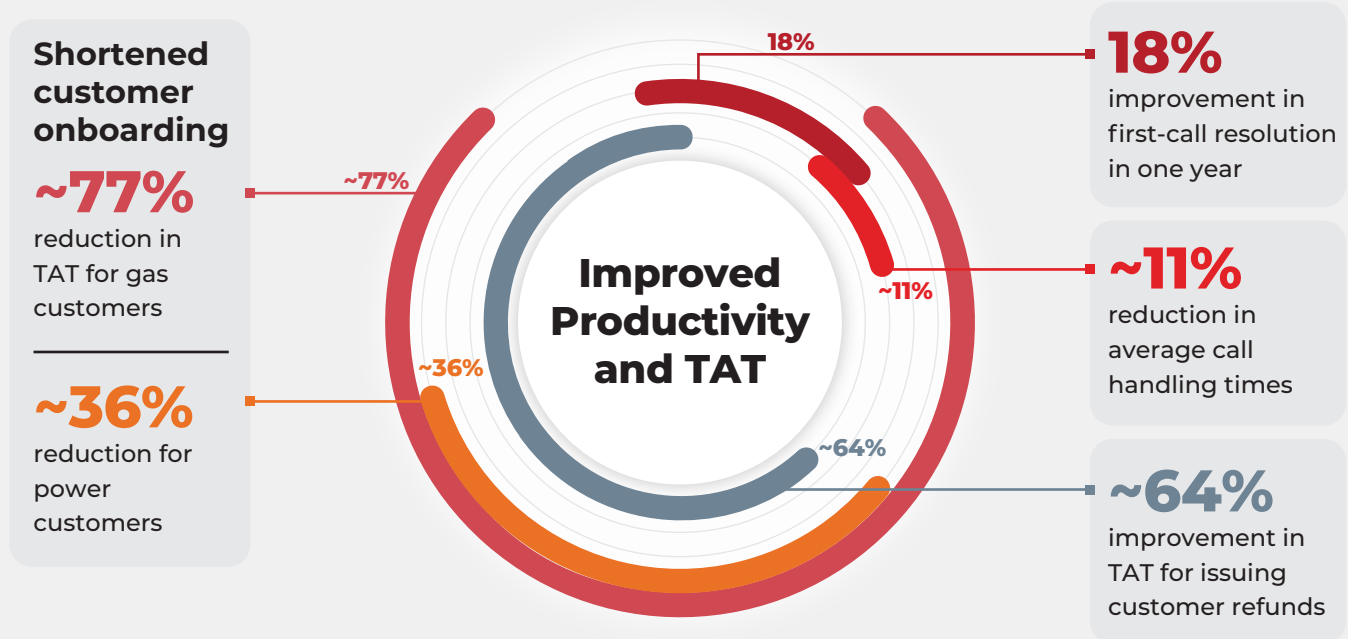
We introduced forecasting models based on historical data to better predict staffing needs, ensuring the correct Full-Time Equivalent (FTE) count for optimal performance.

### Customer Journey Improvements

Our efforts to create seamless customer journeys began with streamlining the onboarding process. This included transitioning to digital communication channels, introducing welcome calls and establishing a dedicated "New Starts Team" to oversee new customer journeys.

# The comprehensive solution...

Enabled operational excellence and improved customer satisfaction, positioning the client for long-term success in the competitive energy retail market. Tangible outcomes included:



## Enhanced Customer Experience and Compliance



Improved rankings in the Office of Gas and Electricity Markets (Ofgem) league tables

## Cost Savings



## About WNS

WNS (Holdings) Limited (NYSE: WNS) is a digital-led business transformation and services partner. WNS combines deep domain expertise with talent, technology, and AI to co-create innovative solutions for over 600 clients across various industries. WNS delivers an entire spectrum of solutions including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. As of September 30, 2024, WNS had 62,951 professionals across 66 delivery centers worldwide including facilities in Canada, China, Costa Rica, India, Malaysia, the Philippines, Poland, Romania, South Africa, Sri Lanka, Turkey, the United Kingdom, and the United States. For more information, visit [www.wns.com](http://www.wns.com).

To know more, write to us at [marketing@wns.com](mailto:marketing@wns.com) or visit us at [www.wns.com](http://www.wns.com)

Copyright © 2024 WNS (Holdings) Ltd. All rights reserved.

CO-CREATE TO  
OUTPERFORM  
WITH WNS

**WNS**