

Utilita

Utilita finds self-service success with Bold360

Overview

Utilita, one of the UK's largest energy suppliers outside of the big six, serves over 800,000 households. As the first energy company to install smart meters in UK homes, it has led the way in smart energy. Almost all customers who have chosen Utilita as their energy provider have a smart meter installed, alongside an in-home display, compared to around half of all other households across the UK.

Utilita was launched in 2003 by four energy experts who identified the need for a company that improved the prepay experience and — in the interest of the environment — provided an energy offering that puts the customer back in control and enables them to cut their energy usage. Utilita's Founder and CEO, Bill Bullen, believes that "the greenest and cheapest energy, is the energy we don't use." By linking a smart meter to an in-home display, users can see in real-time what their home consumes, helping them to reduce energy usage by an average of 20 percent. During the first lockdown, customers spent most of their time at home and monitoring their in-home display, which led to smart meter households saving an average of £12.50 per month compared to non-smart meter households.

Challenge

With 20 percent of UK customers switching energy suppliers every month, UK energy suppliers aren't just competing on price. With an unprecedented number of competitors, they're also competing on customer experience. Combining this with the fact that average profitability is only 2 percent in the sector, it becomes clear that energy companies need to do more with less, better, faster, and ultimately cheaper.

Utilita's investment in market-leading, innovative technology has provided prepay customers an entirely new way to use and pay for energy — with lots of choices and digital access, including the multi-award winning 'MyUtilita app'. With customer touchpoints being more frequent with prepay energy, call volumes are invariably higher than those experienced by energy providers associated with mainly credit customers. Additionally, while most customer queries are often routine questions, some still need a reassuring voice at the end of the phone that has time and resources to help. For these types of sensitive inquiries, Utilita's dedicated Extra Care Team is at the end of the phone.

Understanding the frustrations customers face when waiting for a call to be answered, Utilita turned to LogMeIn to speed up the process and give customers a superior customer service experience.

Solution

As their customer base grew, Utilita opted to implement Bold360 to answer its growing number of queries, including regular questions about their smart meter technology, how to top-up, and where to find commonly requested customer resources. The implementation has emphasised the importance of self-serving, which saves a significant amount of money in call-handling whilst delivering great customer service. Alongside a track record of enhancing customer experiences while increasing deflection, the Bold360 platform provided greater flexibility in the configuration of routing and resourcing functionality, a must for any fast-growing company.

"As an independent energy company, we move quickly and need to adapt to the needs of our customers during what can be some really hard times. The Bold360 platform is so incredibly easy to use, which has allowed us to reduce the time it takes to feed the chatbot with the necessary information, speeding up the delivery to our customers." said Martin Filler, Head of Contact Centre at Utilita.

"Having implemented chatbots previously, we saw a real difference in how Bold360 approached the initial scoping stages, starting not with what we wanted, but what was really driving our customers to contact us," said Filler. "This novel approach and Bold360's ability to implement the system quickly was attractive."

Bold360 chatbots enable the customer service team to handle more complex tasks more effectively and support those users who need accurate answers, quickly.

- Use Bold360 to answer growing customer queries
- Continually analyze and reassess customer questions to understand their needs
- Provide customers with accurate answers fast

Results

Since Utilita's chatbot launched, Bold360 has delivered huge value by supporting customer queries at a much faster rate. Over the first ten months, its chatbot has received more than 1 million engagements and is delivering a self-service score of 87.3%. When the cost to fulfil a chatbot inquiry is minimal — a matter of pence — compared to several pounds for a phone call, the savings are clear. The benefits have been significant to both the customer and the customer service team.

Through close monitoring of Bold360's easy-to-use dashboard, any questions that aren't being answered sufficiently by the chatbot are flagged, enabling a dedicated team to provide answers or solutions, which can then be delivered by the chatbot within minutes.

"Bold360's dashboard enables our team to easily identify questions that might require some additional web functionality," said Filler. "After seeing a trend for people asking for their passwords to be reset, we decided to improve self-service options for this journey and improve automation. This observation has enabled over 20,000 customers, who have since asked the same question via the chatbot, to self-serve saving thousands in call handling."

"The chatbot has clearly become the communication mode of choice for many, especially those in the younger, digital-native demographic."

**1M**

engagements over the first ten months, saving thousands in call-handling

87.3%

self-service score, confirming its effectiveness

Instant response rate to customer queries,

saving extensive time and effort while supporting customer retention.

With chatbot technology powered by Bold360, Utilita – the UK's leading Smart Pay As You Go Energy company, equips its customers with a market-leading, intelligent and efficient service while driving significant cost-savings and keeping customer satisfaction levels high.

Ready to learn more?

Visit bold360.com/request-demo to receive a customized Bold360 demo today.