

The Challenge

This organisation is a major Australian energy retailer. Their retail market was about to become fully contestable and they wanted to improve customer service.

Key Points

- Research to define the current customer experience
- Designed an optimal customer experience
- Developed a people, process, and technology blueprint to deliver that experience

Our Solution

LimeBridge worked with the client to identify cross industry best practices that would be appropriate in an energy marketplace where retail and distribution functions had been separated.

Based on these best practices and through a series of senior executive workshops we developed a high level service strategy that included definition of:

- ▶ Key service objectives and targets to compete in a competitive energy marketplace
- ▶ Key elements of the desired customer experience such as channel choice, customer control and proactive versus reactive contact
- ▶ Key service principles that the organisation will apply at each stage of the customer lifecycle
- ▶ The implications of the separate distributor and retailer roles for reporting, service levels and interaction between retailer and distributor
- ▶ The roles of alternative channels
- ▶ Alternative delivery models for the strategy including the balance of work between the front and back offices

The Results

The strategy formed the basis of a two year programme of work to ready the organisation for full retail contestability.

It also effectively integrated new customer management and billing platforms into a new business operating model in a way that aligned with the overall market driven customer service strategy.