

Utilities

Identification of Pockets of Customers At Risk

THE CHALLENGE

British Gas B2B was experiencing significant churn in its SMB electricity and gas business, largely driven by low customer satisfaction.

OUR SOLUTION

We helped British Gas by deploying a micro-segmentation pattern analysis which helped identify microsegments at risk, as well as specific dissatisfaction drivers. These were used to design a specific set of communication and key account initiatives, as well as specific operations actions to remedy service delivery dissatisfaction drivers.

THE RESULTS

The set of actions British Gas undertook based on our analytics models resulted in 7pp uplift in satisfaction amongst the targeted population, an estimated 30% churn risk reduction as well as net revenue gains of over 10 million GBP.

