CASE STUDY

Sagacity
Part of **Accenture** Song

Cleansing Core Energy Customer Data

Client
'Big Six' Energy Supplier

Cleanse & Append

Client Problem & Impact

Our client, a 'Big Six' energy supplier, had customer data that was incomplete and inaccurate which was impacting their customer experience and collection rates. This was further impacting their ability to share data with a Credit Bureau which would help reduce their bad debt.



Data Health Check



Statistical Analysis



Data Cleanse and Append

How Did Sagacity Help?

We processed 600,000 records through our Cleanse & Append solution which included the following activities:

- A customer data Health Check was carried out to understand the current state of their customer title, forename, surname and date of birth which showed 5% of the records to be accurate and complete
- Processing the clients records through our proprietary matching algorithms and reference datasets to transform the data by verifying existing fields, fixing inaccurate data and populating missing information

Outcome & Business Benefits

72% clean customer details

Our statistical analysis highlighted that most of the date of births recorded were in the correct format but were inaccurate. This was not known to our client, but investigation showed that a recent migration of systems had populated blank date of birth fields with a random and not the actual customer's date of birth.

Our solution cleansed and updated 432,000 records which significantly improved the client's core data quality from 5% to 72% enabling them to achieve better billing accuracy and improved collections.

This led to reduced operational costs through lower call handling times, fewer customer complaints and increased collection rates.

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