CASE STUDY

Sagacity
Part of **Accenture** Song

Increasing Revenue by Optimising the Broker Sales Process

Client
'Big Six' Energy Supplier

Revenue Assurance

Client Situation & Impact

Our 'Big Six' energy client realised there was a high number of sales leads coming in from third party brokers that were not being converted into sales and were significantly lower than industry conversion rates.

They also noticed that the sales volume from the broker channel was reducing over time despite offering competitive commission rates.

Broker Sales

Operational Costs

Process Controls and Monitoring

How Did Sagacity Help?

Our team carried out a detailed review of the customer onboarding process for broker sale to a customer's first bill. Using our industry experience and data analytics platform, we identified the root cause of a significant volume of rejected sales was due to missing meter asset data.

We then carried out process witnessing of the daily operation and established the accounts with missing meter information were returned to the brokers. Our data analytics showed less than 5% of these records were returned with the required missing data. We worked with our client to include the meter asset information into the customer onboarding process using the industry database. This resulted in sales being processed that were previously rejected for missing meter information and no longer returned to the broker.

Outcome & Business Benefits

£4.05m increased revenue

Our client significantly reduced the number of sales rejections due to missing meter information which increased annual revenue by £4m a year.

The process improvements delivered:
- Minimal system configuration
- No additional operational costs
- Increased broker sales volumes
- Training the onboarding team
- Ongoing reporting and monitoring of rejected sales

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