

Client /  
ScottishPower

Annual Volumes /  
1,200,000 calls

Services Include /  
Inbound customer service calls:  
General & prepayment enquiries  
Emergency call outs  
Credit and debt management

Term /  
4 years

Start /  
October 2006  
extended to July  
2009

CASE STUDY /

## ScottishPower and Vertex



**"The business relationship we have developed over the last 3 years has provided significant benefits for ScottishPower. Vertex has consistently achieved the targets and levels of quality required in our highly competitive market place. Additionally the team in Vertex operate as a natural extension to our in house services providing flexibility and value across the end to end service chain."**

Neil Clitheroe , Customer Services Director, ScottishPower

### Client

ScottishPower is one of the big six UK energy retailers, supplying gas and electricity to over 5.3 million customers.

The energy retail market is a demanding and highly competitive industry, where only the best are sustaining and growing their market position. Competition for customers within the industry is fierce, with many customers shopping around and switching suppliers to find the best deal. For energy companies to gain competitive advantage and retain their customers, they have to deliver excellent levels of customer service, satisfaction and value for money.

In the spring of 2006, ScottishPower experienced a rise in customer numbers and started to receive higher than forecasted levels of customer contacts. To continue to provide the level of service that their customers had come to expect, and minimise damaging their brand reputation, they needed to find a business partner, with energy retail experience, who could deliver against their requirements of customer satisfaction and exceptional quality standards. Their chosen business partner also needed to implement a customer contact centre solution quickly, to meet the revised customer volume forecasts by the 1st of October 2006.

In July 2006, following a competitive three month tender process; ScottishPower selected Vertex as their preferred business partner.

### Solution

Working in partnership with ScottishPower, Vertex immediately responded to the business challenges and provided a high quality inbound contact centre capable of handling the range of services required. The service lines now delivered by Vertex include:

- General Enquires
- Payment Enquiries
- Emergency call outs
- Credit and debt management
- Sales through service and customer retention

After just 12 weeks, Vertex had sourced accommodation, recruited and trained employees, 40% of which had prior utility experience, set up the customer contact centre and implemented all of the related IT and telephony infrastructure to meet the go live timescales.

POSITIVELY  
CHARGED  
**VERTEX+**

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Our dedicated team of utility professionals, who achieved the successful transition and recruited the required employees and managers, now manage the development of the client relationship. They are achieving increasing levels of performance and are now undertaking six-sigma continuous improvement projects to further refine the services delivered.

Our operation has become a true natural extension of ScottishPower's brand and services, regularly delivering above the agreed service levels.

## Innovation and Results

Vertex now handles over 1.2 million customer enquiries annually. Our highly trained and experienced customer advisors deliver excellent customer service and satisfaction. Since November 2007, Vertex has received only two customer complaints, resulting in ScottishPower moving up the regulated customer complaints league table.

Our in depth knowledge of the energy industry and customer management expertise has enabled us to exceed our first time customer resolution target of 75% by achieving 84%. This 9% increase means that ScottishPower receives 108,000 less calls per annum, securing significant cost savings over the lifetime of the contract.

Since the start of the partnership, we have regularly made recommendations on how to improve customer service delivery for ScottishPower. We have introduced multi-skilled agents to handle numerous customer processes, which has created considerable efficiency savings for ScottishPower.

Our sales through service training has also reaped rewards. Our agents are regularly securing over 900 customer sales leads each week, which is significantly improving customer numbers and revenue for ScottishPower.

The partnership that we have formed with ScottishPower demonstrates real teamwork. Together, we operate and plan for campaigns and recently Vertex has undertaken a number of innovative suggestions which are being trialled across the Vertex operation. This combined thinking and operating is leading to enhanced win-win solutions.

Overall, we are exceeding the key targets set by ScottishPower. We are providing them with a service that is cost effective, efficient and delivers exceptional quality of service to their customers. We have demonstrated commitment, dedication and continuously deliver high performance. In fact ScottishPower has recently broadened the scope of the services delivered to cover debt collection and has extended the contract three times, with the latest contract extension until July 2009.

## Results delivered

- Handle over 1.2 million customer calls annually
- Energy watch complaints delivered significantly below the 0.02% target level
- Regularly secure over 900 customer sales leads per week



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