



Supercharging customer service with Kaluza

Unstable energy markets are bringing the relationship between energy companies and their customers into sharp focus. New technology has the potential to transform how customers engage with their energy use digitally, as well as the service they receive when they contact their supplier - helping move conversations away from bill complaints and towards the innovative propositions that are right for them.

For example, we know that most of the time, customer account issues can be solved – or avoided altogether – simply by providing customers with data that is consistently accurate, accessible, and easy to understand. Kaluza enables energy companies to provide their customers with live information on their account and empower them to make changes online quickly and easily.

Kaluza Agent Experience

Kaluza is a flexible, intuitive software platform that operates in real time. The platform surfaces accurate customer information in a 360 view, giving customers transparency into the up-to-date status of their account as well as a simplified experience for support agents, enabling early forecasting and resolution of exceptions.

With Kaluza, customer support agents can deliver excellent service that doesn't require navigating across multiple systems. Instead, the platform streamlines their working experience, allowing them to spend less time troubleshooting internal systems and more time not only resolving customers' issues, but also providing them with personalised insights and support.

By improving first contact resolution, Kaluza is able to reduce call volumes, lowering cost-to-serve and boosting operational efficiency overall. With these savings and improved agility, energy companies are able to instead invest in innovating the low carbon products and services at the forefront of the market and decarbonisation.

Case study: OVO Energy

OVO is the third largest energy company in the UK with more than 4 million customers. The business is on a mission, through its sustainability strategy Plan Zero, to tackle the most important issue of our time, the climate crisis, by bringing their customers with them on the journey towards zero carbon living. OVO has committed to being a net zero carbon business and achieving bold science-based carbon reduction targets by 2030, while simultaneously helping members to reduce their household emissions.

This means that OVO needs data-driven solutions that increase the efficiency of its operations in order to provide the best possible service to customers. To complement its evolving operating model, OVO chose the Kaluza platform to help achieve its customer service goals.



Lowering cost-to-serve and increasing agent efficiency

-32%
total
handling time

44% improvement in first-contact resolution due to efficient tooling and real-time processing

Single intuitive agent interface improves NPS by reducing hand-offs and repeat contacts

AI tips help to constantly **improve account health**

+50%
agent
efficiency

Clic ks per journey	Kaluza	Legacy
Adding a new product/service	4	12
Contract renewals	4	9
Refunds	4	27
Direct debits amends	4	15
Meter read submission	4	14

-31%
inbound
contact

Fewer customer facing issues through automated detection & resolution

Intuitive customer experience has **increased customer comprehension**

Doubled customer self-service rate to **80% vs OVO legacy**

Designed with agents for agents

What's so special about the Kaluza Agent Experience is that it has been designed with agents, for agents.

We pride ourselves on co-designing experiences for agents via a community of 'innovators'. The Agent Innovator Hub enables us to offer a best-in-class experience. Kaluza has streamlined the workflow, eliminating any unnecessary data entry and switching between different systems, and has automated the mundane which empowers agents to truly listen to customer needs and provide them with a personalised, outstanding customer service.

The process behind the progress

Kaluza has been able to facilitate this progress for OVO by:



Revolutionising the customer billing experience

Kaluza has allowed OVO to provide their customers with live account balances. This means that customers' balance information is always up to date, so they always have a clear picture of exactly what they owe. As a result, customers do not need to call OVO's support centre about their account balances, freeing up customer service agents to address more complex queries.



Digitalising operations

When migrating customers from OVO's legacy operating system to the Kaluza platform, customers were automatically contacted about the new digital energy experience that had been made available to them, and were prompted to log in to access these benefits. This engaged customers with a new, accessible way of understanding their energy consumption, which also provides them with the insight they need to understand and reduce their usage and carbon footprints.



Asking and listening to real customers

The visual format and presentation of energy bills plays a huge part in helping customers to understand the amounts they owe. As a result, Kaluza invested in detailed research around the key pieces of information customers need to see - which was then applied to their own bills, meaning that customers are shown information that is clear and meaningful to them.



Building flexibility into customer payments

Kaluza allows energy retailers to inform their customers if they are paying too much, too little, or exactly the right amount. Customers are also given the opportunity to set an ideal payment amount, and see whether that amount is feasible for them in the long term. Empowering customers by giving them control of their payments has also reduced customer support centre contact rates.

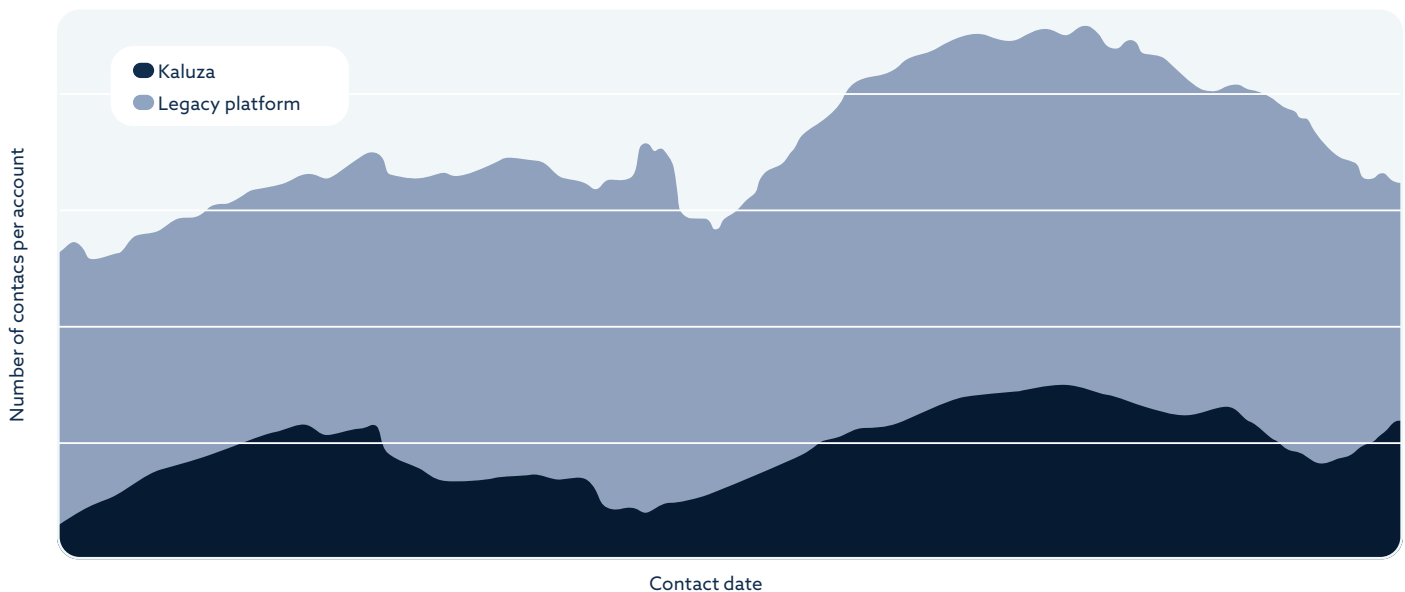
What some of OVO's support agents have said about Kaluza

"The Kaluza system's timeline is so much easier to use because you have all the information down on one side. It saves scrolling through loads and loads. It shows us what we need more quickly."

"Direct debit review in Kaluza is really quick because it gives a recommended amount that you can see clearly, and everything is in one system. You can have that conversation and set up a new direct debit within two minutes."

"Because Kaluza is so much simpler to use, you spend less time worrying about how to do your job, and more time focusing on how best to serve an support customers."

Comparison of contacts per account per year



In practice, technology like Kaluza also means significant positive shifts in customer support centres' ways of working – including:

Reduced requirement for 'second line' skill sets, as advisors are given the tools they need to solve customer problems at the first point of contact.

A reduction in reactive queued work, meaning that customer support resource is free to tackle issues before customers are aware of them.

A significant reduction in the backlog of work to be done.

The development of AI functionality that can proactively flag anomalies or errors in customer accounts, providing advisors with recommended next steps.

Better holistic customer experience due to a single view of a customer for agents through easy integration of best-of-breed technologies with Kaluza's modern, modular architecture.

A greener, faster, stronger future for energy companies

Kaluza is driven by its mission to enable energy retailers to evolve and develop new product offerings to their customers in a fast, affordable way, so that they can empower them to reduce their energy costs and carbon footprints while remaining competitive within the industry.

Our work with OVO is an example of the huge role technology can play in supercharging customer support centres, which is the first step towards robust, future-proofed operations.

Discover more at kaluza.com



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