

# Sales and Self-Service Portal for a Leading UK-based Energy Provider

## Situation

The client is one of the leading integrated energy suppliers with more than 16 million customer accounts primarily in the UK, Europe and North America.

The client had an online portal for selling its products and services to customers. This online portal provided limited customer acquisition and basic self-service functionalities (i.e. view and pay bill, submit meter read, view account summary, view account history and consumption, move home, etc.) to its existing customers. Key issues with the existing portal were:

- **Lack of seamless integration** with back-end systems resulting in disjointed customer experience.
- **Complex sales journeys** resulting in reduced customer acquisition capability.
- **Obsolete platform** requiring frequent maintenance efforts thereby increasing total cost of ownership.
- **Inflexible content management system** requiring lengthy lead times to implement content changes.

This client needed a completely revamped online customer portal in line with its new branding guidelines. The new website was aimed at providing best-in-class self-serve features with optimized navigational paths and seamless

integration with back-end transactional systems. The client also wanted to offer its entire Energy (Gas & Electricity) and Services (Maintenance Contracts) portfolio based on customer behavior on the website, thereby driving self-serve interactions, improving sales, reducing churn and increasing customer satisfaction.

## Solution

Cognizant was involved in the implementation process, from solution conceptualization, roadmap definition, product evaluation, architecture design, implementation, testing and go-live through post go-live production support.

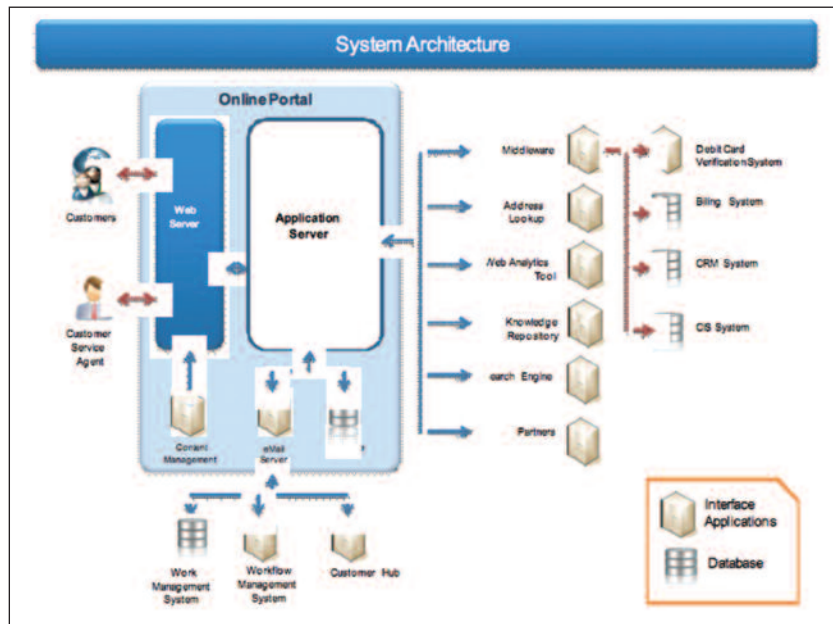
The new website enhanced customer experience by providing an **intuitive and customer-friendly user interface** coupled with optimized information architecture. The website was integrated with back-end systems to enable a more seamless flow of information. The **service-oriented architecture** delivered the performance, reliability and scalability requirements desired by the client. It also allowed the website to **perform flawlessly** during large spikes in site traffic (e.g. price hike, new proposition launches, marketing campaigns etc.).

Cognizant also implemented a new Knowledge Repository which enabled improved search



capabilities for answers to frequently asked questions (FAQs), thereby reducing inbound

customer calls, resulting in reduced operational costs.



## Benefits

- Improved navigation on the revamped web-site resulted in driving 10% of total sales (Energy and Services sales) online.
- Lower cost of maintenance due to open source technologies and easily available skills.
- Improved customer satisfaction via superior self-service features.
- Improved efficiency and speed of application as a result of reduction in the number of batch processes.
- Increased sales and revenues with new customer acquisitions.
- Reduction in inbound calls resulting in lower operational costs.

## About Cognizant

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